

FOUNTAIN OF YOUTH

# AUGUSTMAN

OCTOBER 2015 / ISSUE 110

*I like it when people  
doubt me, when  
I'm the underdog*

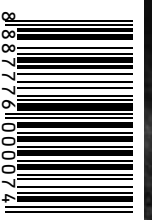
## Jay Park

THE HIP HOP STAR ON BREAKING EXPECTATIONS,  
THE MEANING OF HIS TATTOOS AND LIFE AFTER MUSIC

**ALSO FEATURING**  
MARIA SHARAPOVA  
ADAM HUGHES  
SCOTT EASTWOOD  
GENTLE BONES

SGD 7.90

MICA (P) 138/02/2015





**BRAUN BÜFFEL**

**1 8 8 7 • G E R M A N Y**







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ISSUE 110 / FOUNTAIN OF YOUTH



"Talks began with Disney two years ago. It had just acquired Lucasfilm at the time and we thought it'd be fun to do something with *Star Wars*. There are billions of *Star Wars* merchandise since *A New Hope*, so our challenge was to do something different."

CHEN TIEN YUE,  
EXECUTIVE DIRECTOR  
OF ROYAL SELANGOR

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"There is no one controlling me, no big company marketing or pushing me. All this success is thanks to me, my friends, my team, the people I've grown up with. It felt like I wasn't supposed to make it. I had a lot of ups and downs. But I definitely got past that and exceeded people's expectations. I like it...when I'm the underdog, because when I break the limit, it's more meaningful."

JAY PARK

Cotton utility jacket  
cotton T-shirt and wool  
trousers, all **Coach**

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"Chopard's ability to straddle the line between vintage cool and modern aesthetic in the GTS collection is a testament to the timelessness of the brand and the race – where else in the world are you going to find watches and cars in such anachronistic elegance?"

SEAN MOSSADEG

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"When single malts came into popularity, the most sensible thing for companies to do was to create a credible label that justified the soaring prices. Numbers, to them, represented a bond of trust with the customer. Today, it is obvious that it was merely a marketing tactic, one that has sadly left many chained to this belief."

HANNAH CHOO

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SINGAPORE'S DEFINITIVE MEN'S JOURNAL

# AUGUSTMAN

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## ON THE COVER

Jay Park wears a shearling jacket by Coach

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AUGUST MAN is available on board all Singapore Airlines Business Class section.

# EDITOR'S NOTE

10 DAYS LATER



PHOTO GETTY IMAGES

*SPENDING EXPERTS SAY* that 10 days is the limit to prevent impulse buying. Essentially, the next time you see an item and feel ready to whip out your credit card, put it down and come back 10 days later. If you still want it, then it's not due to a need for instant gratification or retail therapy.

We had 10 days to figure out which political party to buy into, and the results spoke for themselves. The question is, on Polling Day, how many of us decided to cross a different box than the one we were initially going to cross on 1 September?

I had the misfortune of being out of the country during this most intense period. I missed out on my national duty to vote, in an election that felt rushed, compressed and to some extent, frustrating. After all, we're talking about national issues of immigration, economics, the Gini coefficient and sovereign wealth funds, not which It bag you have to get from which brand and what material is the key for the season. Can one possibly have a comprehensive discussion on all these issues in 10 days? (Incidentally, we at *AUGUSTMAN* would like to offer our expertise to political

persons on communication tactics and other lifestyle matters that they may not be so au fait with due to their focus on developing policies.)

One obvious difference between the previous elections we'd seen before and the blitzkrieg we experienced this year was the openly vocal community exercising their right to speak about politicians, issues and other matters all over the Internet. On social media or personal blogs, people were pummeling one faction or the other. There were slams, some vitriol and, on occasion, bizarre statements. There was also a lot of mathematically involved. You'd think a country that prides itself on the mastery of the sciences and mathematics over the arts would have someone who could help us make sense of the financing of a constituency. It did prove some benefit to me. In my attempt to comprehend the numbers behind the running of a town council, I mastered the use of Excel, a skill that has eluded me for two decades.

There were plenty of well-spoken and charismatic individuals from each party. That certainly bodes well for our coming government. However, whether that translates into just a more vocal and opinionated cabinet

or a government bubbling with constructive ideas remains to be answered. It's also about understanding each Member of Parliament's opinions on issues and if they raise attention to their concerns not only as one party against another, but as individual members with their own take on party manifestos.

I think that for many of us, our admiration for the ruling party, which has endured as the majority for the last five decades, cannot be summarised in 10 days. However, as a genius once said, the only things you cannot run from are death, taxes and change. We all desire and crave the same thing: a better country for the future, one full of stability and equality. Let's hope the next five years will continue to lead us on a suitable path towards that.

**DARREN HO**  
MANAGING EDITOR

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# BACKSTAGE

ON OUR MINDS THIS MONTH: THE IDIOCY OF YOUTH



**JULIANA CHAN**  
Sub Editor

Youth, what youth? Jules was born an old woman, an old soul, always with too much on her shoulders. At five, she pretended to be asleep to eavesdrop on her parents discussing finances, and then conducted herself in a manner that cost them as little as possible. At six, after losing a relative to the big C, she fervently prayed to God to give her all the cancers in the world so the people she loved would be free of it. Heroic? Maybe. Idiotic? Absolutely. But it explains her uneven teeth, prudent spending habits (and the occasional irrational splurge), and how much she cherishes health and vitality.



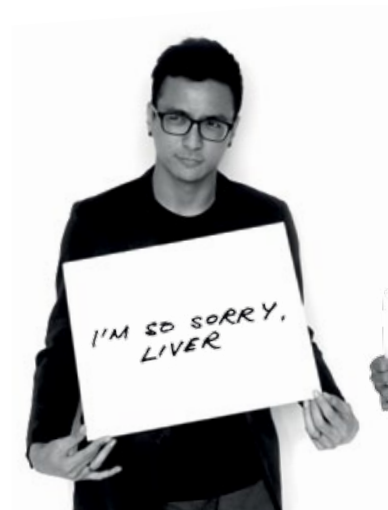
**FARHAN SHAH**  
Associate Editor

The first PlayStation, that grey box of wonderment, was Farhan's source of entertainment back in his childhood days. It was common to see him in front of the television, plastic controller in hand, for hours on end, much to the chagrin of his parents. His gaming addiction became so bad that his mother banned him from playing. Farhan wasn't deterred. He would wake up in the wee hours of the morning, when everyone was asleep, just to play. Eventually he got caught and his PlayStation was confiscated. He got the last laugh though. Farhan now owns a PS4.



**ASRI JASMAN**  
Fashion Assistant

Asri grew up in a rather conservative household, so much of his youth was spent under strict supervision. Which was why, at 20, he decided to apply to study abroad, for the chance to break away from his parents' hold. But alas, his mum and dad were dead set against the idea and Asri rebelled by quitting school altogether. It was rash and he probably missed out on some important things. But, thankfully, things turned out well and Asri is happy in what he is doing. You can bet he's also making up for all the things he had missed out because his parents had frowned on them before.



**SEAN MOSSADEG**  
Senior Writer

Sean spent his precious youth squandering away the joys of collagen. Thanks to the years of drinking absolutely rubbish alcohol and staying up to god-awful hours of the morning doing stupid things, he constantly surprises folk when they learn that he's only in his mid-20s. These days, the hangover from any drinking session threatens to kill Sean so he's actually taken to drinking healthy amounts of water in between drinks and excusing himself once he feels a slight bit tipsy. Sean has learnt that not every night should be a tribute video to The Libertines.



**HANNAH CHOO**  
Writer

Hannah has a confession. Having grown up in a strict household of limited television and a cane-wielding mother, there was little for her in terms of entertainment. She didn't have a smart phone either, but there was the saving grace of a land line phone, which only meant – prank calls. Hannah would hide herself in the room and dial the numbers of random strangers. She'd rope her brother in to sing them 'happy birthday' before getting cut off. On several occasions, she even called up a teacher she hated, just to annoy her. Don't worry, she never got caught – the number was private.

## ERRATUM

While we strive for perfection, errors do occasionally slip through the cracks. In the September issue of *August Man*, we made a dreadful spelling mistake on page 252. The regional brand ambassador for Glenfiddich should rightfully be spelled Matthew Fergusson-Stewart while the Singapore Anniversary Edition 50 Year Old can be yours for £30,000. That's pound sterling, not euro.



# AUGUSTMAN.COM

READ. REACT. INTERACT.

## WIN A BERING BAG AND ASSORTED APPAREL FROM NAPAPIJRI WORTH \$1,000!

This iconic duffel from the Italian masters of adventuring can be yours this month

Vitus Bering, the 18th-century Danish adventurer who explored the Arctic Ocean that separated Russia and the United States, would have been proud that Napapijri's iconic Bering duffel bag is named after him. Combining form, function and rugged individuality, the hardy and timeless Bering bag, first released in 1987, is still sought after and prized by fashionable nomads today.

It is practical and light, and the perfect companion for the traveller who is equally at home on the dusty, honk-infested streets of New Delhi or in the frigid environs of Antarctica.

The label, which takes its name from the Finnish word for Arctic Circle, has been designing fashion-forward outdoor gear and apparel for close to three decades but only recently opened its first flagship store in Southeast Asia at Capitol Piazza.

Noted for its attention to detail and use of innovative fabrics, Napapijri's range of bags and apparel certainly appeals to the practical man and his sartorial sensibilities.

*We're giving away one Bering duffel bag and assorted apparel from Napapijri worth \$1,000 this month on [AUGUSTMAN.COM](http://AUGUSTMAN.COM).*



## ALL ABOUT SAKE

Contrary to popular belief, Japanese sake isn't just ordinary rice wine. The national beverage of Japan has a rich history that dates back to the third century. Find out more about the characteristics and intricacies of sake in our exclusive feature on the site.

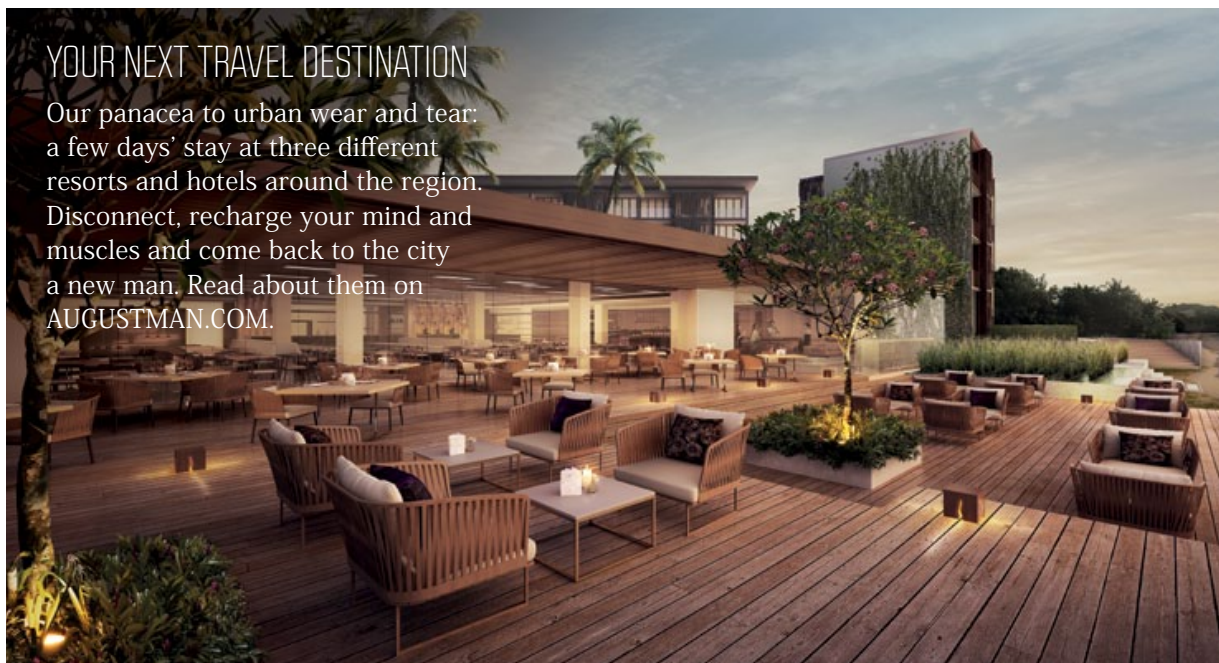


## STYLE YOUR POCKET SQUARE RIGHT

The first functional handkerchiefs were woven by the Ancient Egyptians, but the wearing of pocket squares as we know it started in the 19th century. For this video presented by Tudor, managing editor Darren Ho demonstrates the different ways to wear your pocket square, along with tips on choosing the right one to set off your outfit.

## YOUR NEXT TRAVEL DESTINATION

Our panacea to urban wear and tear: a few days' stay at three different resorts and hotels around the region. Disconnect, recharge your mind and muscles and come back to the city a new man. Read about them on [AUGUSTMAN.COM](http://AUGUSTMAN.COM).



**Download August Man digital editions and follow us for the latest in Style, Substance, Success**

🔍 AUGUSTMAN INTERACTIVE



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AUGUSTMAN



# INSTAGRAM

AUGUSTMAN ON THE STREET



## 📍 GUCCI SHOWROOM SINGAPORE

@Gucci cruise 2016 by #AlessandroMichele – Patches are back!  
#gucci #AMweichoong



## 📍 TAKASHIMAYA

Club Monaco is stocking handsome sunglasses from New Orleans-based brand, Krewe. Check out the brushed metal bridge on this pair.

@clubmonaco @kreweduoptic  
#augustman #AMasri



## 📍 MIDVIEW CITY

We spent an afternoon with Jay Park. Catch our exclusive with the star inside this issue.

@jparkitrightthere @coach #jaypark #coach  
#bts #augustman #AMasri



## 📍 TESS BAR & KITCHEN

We dove into the world of cognac with Rémy Martin through a series of masterclasses last month.

#remymartin #cognac  
#masterclass  
#bittersandlove  
#nutmegandclove



## 📍 ROYAL SELANGOR VISITOR CENTRE IN KL

Royal Selangor's heavily anticipated Star Wars collectibles are here. These include mugs, cufflinks and limited edition figurines.

#royalselangor  
#pewter #starwars  
#starwarsxroyalselangor  
#yoda #stormtrooper  
#figurines #AMhannah



## 📍 MEAT SMITH

Knob Creek's first aid kit for an Old Fashioned is just the remedy we need to power us through the day.

#knobcreek #oldfashioned #drinks #meatsmith\_SG



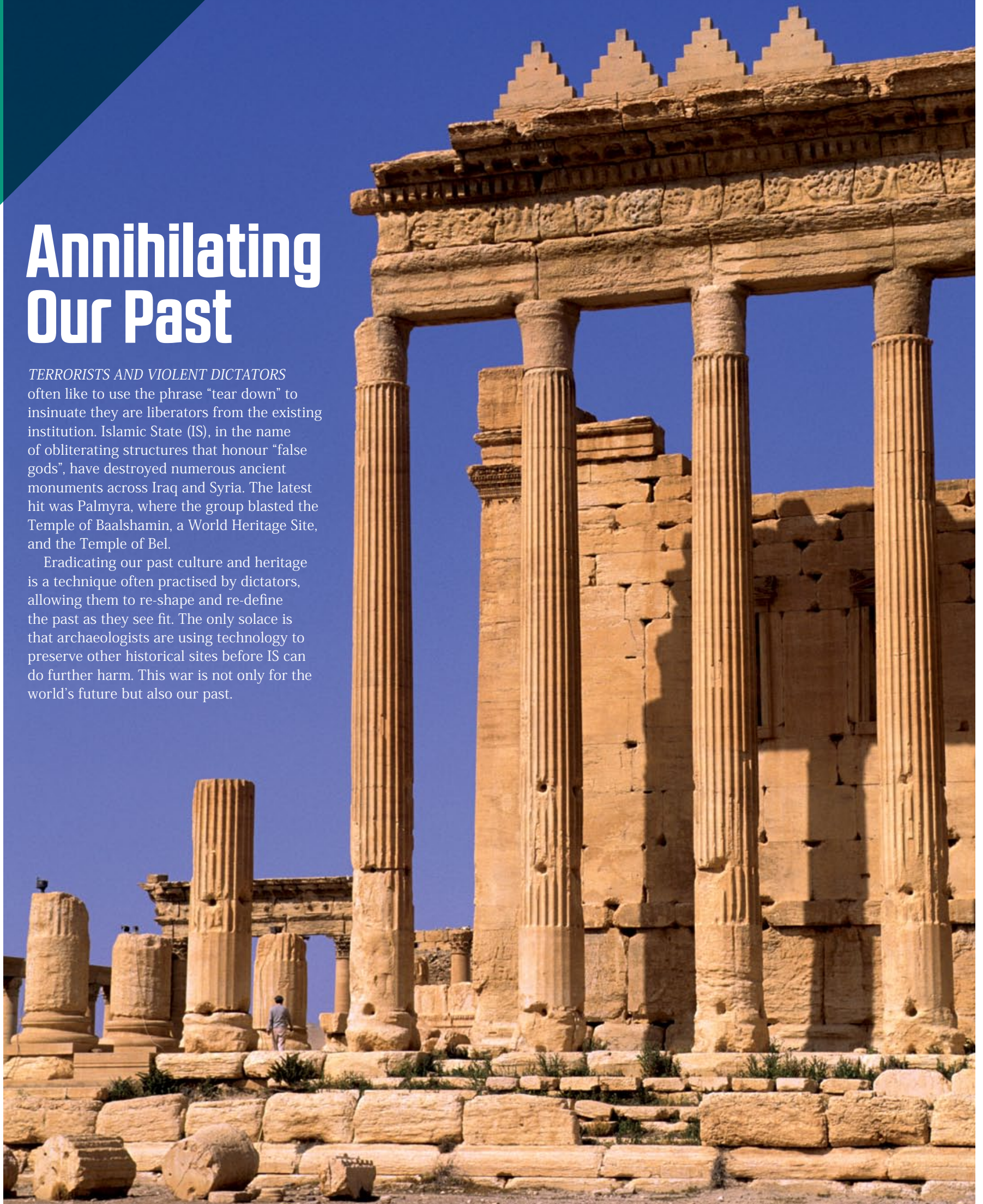
# PRELUDE

FOUNTAIN OF YOUTH

## Annihilating Our Past

*TERRORISTS AND VIOLENT DICTATORS* often like to use the phrase “tear down” to insinuate they are liberators from the existing institution. Islamic State (IS), in the name of obliterating structures that honour “false gods”, have destroyed numerous ancient monuments across Iraq and Syria. The latest hit was Palmyra, where the group blasted the Temple of Baalshamin, a World Heritage Site, and the Temple of Bel.

Eradicating our past culture and heritage is a technique often practised by dictators, allowing them to re-shape and re-define the past as they see fit. The only solace is that archaeologists are using technology to preserve other historical sites before IS can do further harm. This war is not only for the world’s future but also our past.





## INSPIRATION



PHOTO SIMON SIM STYLING CHIA WEI CHOONG

It's all about that curve. Where menswear and accessories once conformed to straight lines and sharp edges, now they have conceded to the sensual appeal of the curve.

*Calf-leather Lockit Bandoulière by Louis Vuitton, \$6,850*



An abstract painting with a dense, textured surface. The colors are primarily deep blues, purples, and reds, with some lighter, almost white, areas. The brushstrokes are visible and expressive, creating a sense of movement and depth. The overall effect is a complex, layered composition that changes as the viewer's perspective shifts.

---

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FRANK  
HOLLIDAY

The North Carolina  
artist, who has worked  
with Andy Warhol and  
Jean-Michel Basquiat,  
explores the human  
condition in his art

---

WINDOW TO THE WORLD

# PRIMER

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STAR WARS IN PEWTER / ADAM HUGHES / HYPERLOOP / PROJECT ARA



# Keeping Time

Stay in rhythm with this month's entertainment

COMPILED BY TERENCE RUIS + FARHAN SHAH

## MUSIC

### CINEMA

In *Cinema*, Andrea Bocelli sings the theme songs of some of Hollywood's most iconic films. Set for release later in the month, it will feature music from *The Godfather*, *Gladiator*, *Breakfast at Tiffany's* and many more, recorded in Italian, Spanish, English, French and Sicilian. The blind tenor tells us more about the new album.

#### Why did you choose to do an album of film music?

It's something I have always found interesting. Scores written for films have a way of being creative and liberating. Film music also embraces a wide range of subject matter other than the usual theme of love. What might seem to be a limit is the perception that film music is purely functional, that it is strictly a way of supplementing imagery with sound. The fact is, composing for films is a fantastic challenge that stimulates creativity. It has certainly generated a vast treasury of wonderful and original melodies.

#### What was your approach to interpreting the chosen songs, in relation to the original versions?

I'm convinced that the best approach is to always respect the original. When singing very famous songs, I don't want to "copy" the original, but I do hope to get as close as possible to the version we know and love. I wouldn't think of trying to modify it beyond recognition.

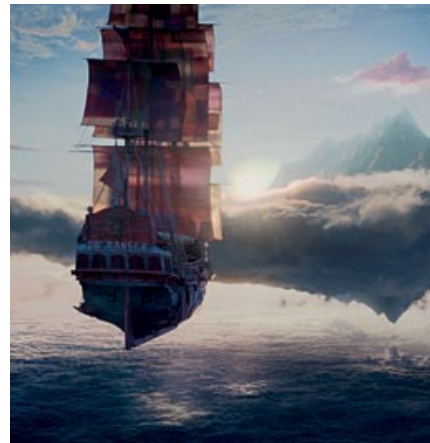
Apart from the personal satisfaction I experience in revisiting some of the greatest moments in film music, I also feel that the *Cinema* project is objectively stimulating and timely because recording techniques have made huge strides forward in recent years. Such innovation makes it possible to achieve previously unthinkable levels of purity and clarity. State-of-the-art recording can breathe new life into the pieces that we all love.

*Andrea Bocelli's new album Cinema releases 23 October*





Hugh Jackman shaved his head for the role of Blackbeard so that he could wear "lots and lots of wigs".



## FILM

### PAN

After milking superhero origin stories dry, Hollywood is now picking apart children's stories of yesteryear. Fortunately, upcoming flick *Pan* has all the makings of a classic – its script was featured in the 2013 edition of *The Black List*, a compilation of promising screenplays that haven't been turned into films yet. Hugh Jackman, who plays Blackbeard in the flick, tells us more about *Pan*.

#### Blackbeard has quite the look in the film. What was the make-up process like for you?

We had the idea that my character would wear loads of wigs. There's actually a real reason why Blackbeard is bald, which I don't want to give away. The wigs sometimes were placed halfway back on his head, like a samurai. He also has great vanity.

So we had this idea of him wearing white makeup, dark eyes, just looking completely unlike me. For six months of my life, no one recognised who I was. It was fantastic. But I had to wear a lot of sunscreen on my head (laughs).

#### There were a lot of big sets built for this film. Which was your favourite?

Well, I'm partial to my own ship. I saw it and thought: "This is the biggest thing I've ever seen." Normally for a film you'll make little bits. Like if you're in a jet, it'll just be the cockpit. This was an entire ship on a gimbal. You could actually get lost on the set.

*Pan opens 8 October in cinemas across the island*



## EVENT

### SINGAPORE WRITERS FESTIVAL

The annual Singapore Writers Festival (SWF) returns for an 18th edition from 30 October to 8 November. Look forward to some of the world's major literary talents such as Dylan Jones, Michael Sandel and Deborah Levy who have been invited to join the panel discussions, engage with fans and give workshops and lectures. To pay homage to Singapore's melting pot, the SWF will celebrate works in all four official languages.

Visit [www.singaporewritersfestival.com](http://www.singaporewritersfestival.com) for details

## MUSIC



### IF I SHOULD GO BEFORE YOU

By City and Colour

Canadian singer-songwriter Dallas Green's fifth album as City and Colour opens with echoing riffs and ethereal vocals in the track called 'Woman'. We think this step away from soft acoustic sounds is a promising direction.



### VEGA INTL. NIGHT SCHOOL

By Neon Indian

The chillwave ensemble, hailed as one of the best new bands in 2010, is finally releasing its third album this month after a four-year hiatus. The single 'Slumlord' is a masterful exercise in synth rhythms.



### IN DREAM

By Editors

Tom Smith's baritone voice makes a triumphant return in this fifth studio album from dark indie rock outfit Editors. It's also the band's first self-produced album, "made in isolation" by the five members.



# Never Would We Ever...

Things we said we'd never do... until life happened

WORDS **TERENCE RUIS** PHOTO **GETTY IMAGES**



## 1 Eat our greens

Remember when you treated every morsel of vegetable like an assault on your taste buds? Veggies were weapons in nature's vast arsenal designed to ruin every meal. These days, thanks to the HPB's constant health warnings of heart disease and that nagging voice at the back of your head, greens have become a staple. Not to mention our appreciation for fibre's welcome assistance in some daily routines.

## 2 Floss

Flossing was always a bloody nightmare – literally. Every time I flossed as a kid, the sink would resemble a murder scene because I wasn't adept at threading the string-like material between my teeth. I couldn't understand why I had to do it when I was already brushing twice a day. Fortunately, pictures of decaying teeth at the dentist's office scared me proper. I'm glad to say I can now floss without losing too much blood.

## 3 Read the news

Our teenage selves would laugh at the idea of subscribing to the RSS feed of The New York Times. Our present selves, however, would rather not be caught with our pants down when our boss decides to discuss the recent developments in the US presidential elections at lunch.

## 4 Suit up

My parents could hardly get me to put on a button-down or tie, let alone a suit. I would spend the whole time fussing with my tie, certain that it was a torture device. Now, I relish every opportunity to "suit up" and act all sophisticated.

## 5 Be punctual

The only reason we were ever punctual for school was to avoid detention. We have since learnt it is about mutual respect and the value of time. Well, most of us anyway.

## 6 Plan

Growing up, planning was associated with adults: uncool. But winging it doesn't cut it now that we're older and wiser. For example, planning for a holiday months in advance could get you the best rates, leaving you some extra dough for duty-free booze. Planning your career path will provide that vital "light at the end of the tunnel" and probably more cash to spend on that timepiece you've been eyeing.

## 7 Use sunscreen

Seriously. No kid in his right mind would slap on sunscreen before heading out, whether for school or to the playground. None of our peers cared if we got a little tanned anyway. Besides it's a given if you played football or basketball decently at all. Only in our mid-20s, after we detected that first brown spot, did we realise that our skin is not immune to ageing. Cue the religious application of SPF products.

BEER?  
GROSS!

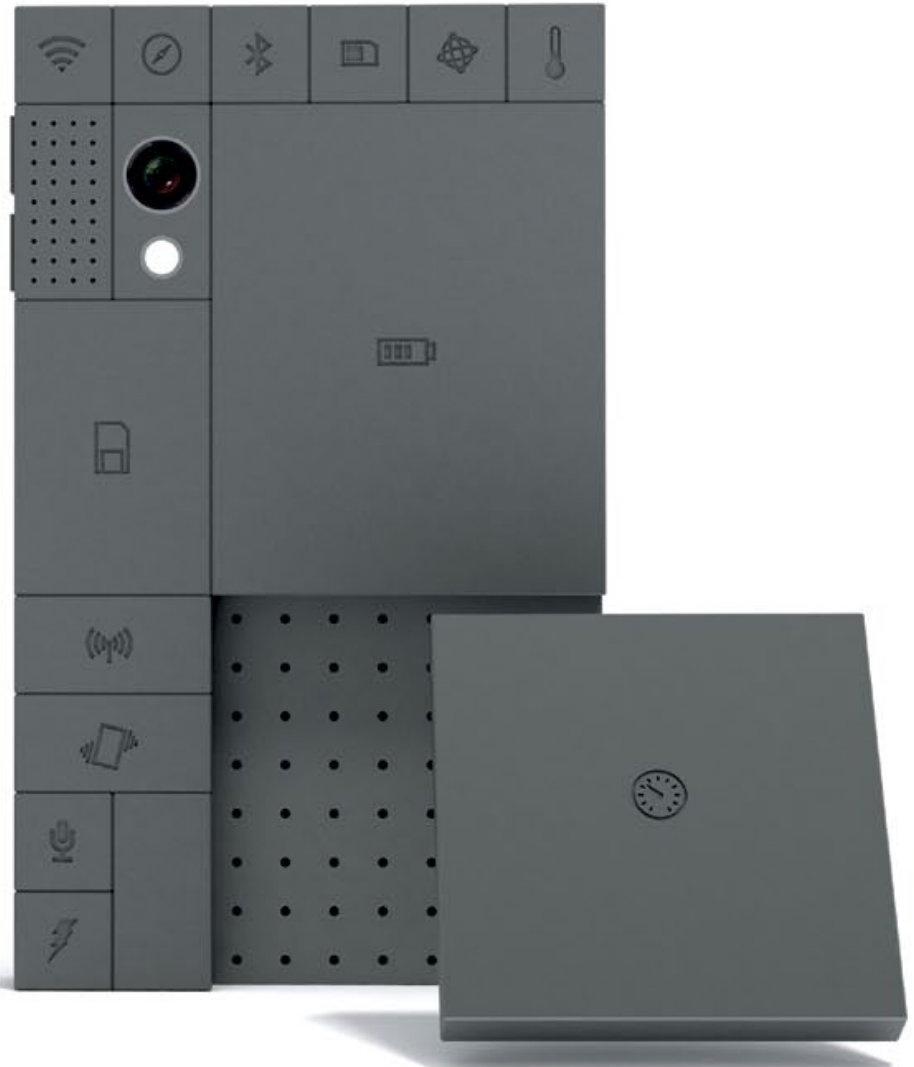
Remember your first sip of beer as a wee kid? You were probably trying to maintain your cool while wondering how people drank the vile liquid. Today, you make up pseudonyms like "glorious golden nectar sent from the gods" and eagerly look forward to beer o'clock.



# Bob the Smartphone Builder

Build your own device,  
reduce the world's e-waste

WORDS FARHAN SHAH PHOTOS DAVE HAKKENS



*DURING A GOOGLE CONFERENCE* in May, engineer Rafa Camargo built a functioning smartphone running on the latest Android software in less than 30 seconds, before an enthusiastic live audience. It was a giant step forward for Project Ara, the name Google's Advanced Technology and Projects Group (ATAP) has given to its efforts to create a modular hardware ecosystem based around one idea – you decide what you need in your phone. ATAP, the conceptual design department in Google, has been exploring with numerous ideas from virtual reality devices to smart fabrics and most recently, gesture controls based on radar.

Think of Project Ara as Lego for smartphones. You can swap in and out different function modules, depending on your usage habits. Perhaps you're heading to a party and need a volume boost. Plug in an additional speaker. Want more battery power? There's an option for that. The possibilities are truly limitless.

Crucially, a modular world should result in the reduction of electronic waste, which is literally (pun intended) piling up. According to research firm MarketsandMarkets, "global e-waste is expected to reach 93.5 million tonnes in 2016", a doubling from four years ago.

As technology cycles continue to abide by Moore's Law and enhanced offers are made available, people are purchasing and abandoning electronic devices in record time, enticed by more, well, everything. Unfortunately, recycling electronics is rather inefficient. These products mostly end up in landfills

The global volume of e-waste is expected to reach 93.5 million tonnes in 2016... a doubling from four years ago

and over time, elements embedded in them – mercury, cadmium, lead, etc – poison the earth. In addition, rare earth elements used in the manufacture of electronics are also lost. This problem will only be compounded in the future as developing countries around the world join in the race.

Project Ara manifested as an idea in Google right around the same time that a Dutch designer, Dave Hakkens created a concept for a modular smartphone. Hakkens' Phonebloks attracted attention from dozens of big tech companies, including Motorola, then owned by Google. "I knew I could never develop this phone myself so I put it online in the hope that someone would make it or continue with it," said Hakkens. He now works with the Project Ara team, which should have a commercial product next year.

The plan is to launch Project Ara smartphones in an undetermined country in 2016. The price point for a basic, entry-level Ara device is predicted to be between \$50 and \$100. After that, hopefully Ara's reality of a DIY smartphone will be realised for all. 📱

DID YOU  
KNOW?

Project Ara was named as such because the lead mechanical designer's name is Ara. Simplicity at its finest.







# The Force Awakens

The Royal Selangor x Star Wars collaboration sees your favourite icons in gleaming pewter

WORDS HANNAH CHOO PHOTOS ROYAL SELANGOR





*THE END OF THE YEAR* welcomes the beginning of a new *Star Wars* trilogy since *Episode VI: Return of the Jedi*. Hearts are beating and fans are figuratively foaming at their mouths in anticipation. They aren't alone. Royal Selangor has caught up to the chase and will launch a collection of figurines, mugs and more this month. Chen Tien Yue, executive director at Royal Selangor, gives us the details.

#### How did the collaboration come about?

Talks began with Disney two years ago. It had just acquired Lucasfilm at the time and we thought it'd be fun to do something with *Star Wars*. There are billions of *Star Wars* merchandise since *A New Hope*, so our challenge was to do something different.

Lucasfilm is part of Disney, which means we cannot do anything related to alcohol.

#### No hip flasks then. What have your designers been working on? What can fans look forward to?

Initial ideas like R2-D2 and C-3PO bookends didn't make the cut, but stuff that did include a Death Star trinket box, mugs and flash drives. There are 16 items in the collection, three in limited editions, including eight-inch figurines of Darth Vader, Han Solo and Princess Leia.

#### So C-3PO only appears on a mug...

Sadly, yes. It was easy to run away with our imagination, but we had to draw the line somewhere in order to make sure production will be in time for the launch. It was hard but

we had to go with items that would be popular. We might do more products later.

#### Is there a reason why they aren't coloured?

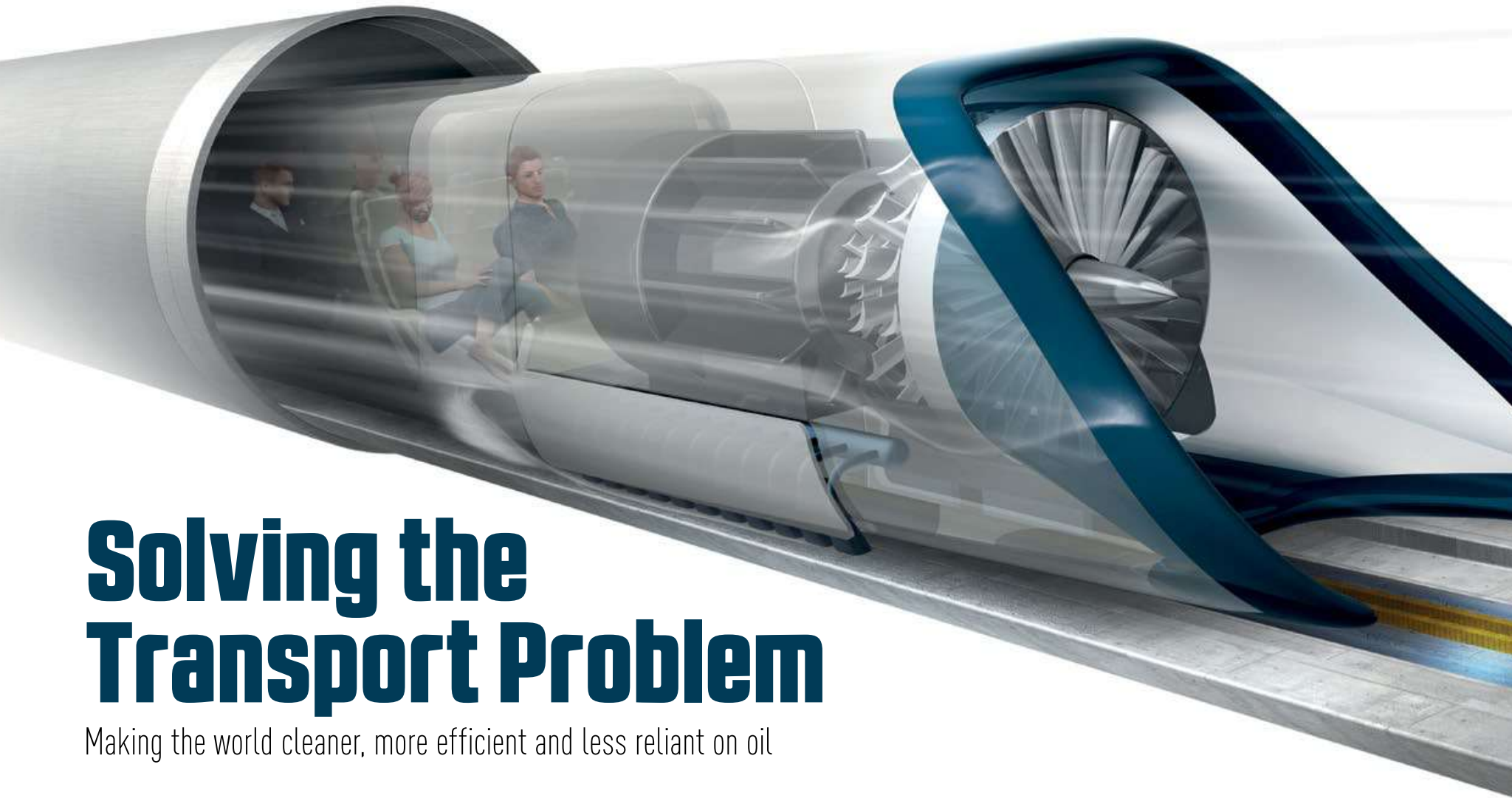
We did want to do a black Darth Vader, but decided to go with the classic pewter look. Perhaps we'll have some fun with colour in the next edition.

#### I love *Star Wars*. Can I get you to create something a little different?

We can customise, but if it's something out of any movie, we'd have to get the rights to it. ☹

**You can browse the complete collection at Royal Selangor stores, authorised dealers and online at [starwars.royalselangor.com](http://starwars.royalselangor.com)**





# Solving the Transport Problem

Making the world cleaner, more efficient and less reliant on oil

WORDS FARHAN SHAH PHOTO GETTY IMAGES

“

CEO Rob Lloyd has publicly said that the company is on track to build production-scale hyperloops within three years

IT STARTED OUT AS A SEED in Elon Musk's mind, which he translated into a 58-page document that he uploaded online two years ago. There were a few sketches, a lot of words and a radical solution to the transportation problems that many cities face. Musk believed that a near-sonic-speed rail would eliminate pollution and gridlock and dramatically alter the public transport landscape. He called it Hyperloop, the fifth mode of transport. The four current modes of transport are land, air, sea and space.

"It's like a tube with an air-hockey table. It's just a low-pressure tube, with a pod in it that runs on air bearings, on air skis," Musk explained when attempting to describe Hyperloop. In his proposal, Musk says that the Hyperloop would be powered by solar panels and be able to transport people from San Francisco to Los Angeles in just 30 minutes. At the moment, that is a six-hour drive.

As with any idea that pushes the limits of the imagination, criticism abounds. Sceptics raised several points, most notably the economic and technological feasibility of this "pie in the sky".

Musk alleges it would cost only \$6 billion. Dan Sperling, founding director of Institute of Transportation Studies at the University of California, believes it's impossible and that the numbers, "even in the most outlandish visionary way, do not make any sense at all". Most critics say the bill would come closer to \$100 billion instead. Musk wryly claims that the Hyperloop is probably one of the easier projects he's come up with. Sperling said that "the whole technology is unproven" and that "it just doesn't pencil out".

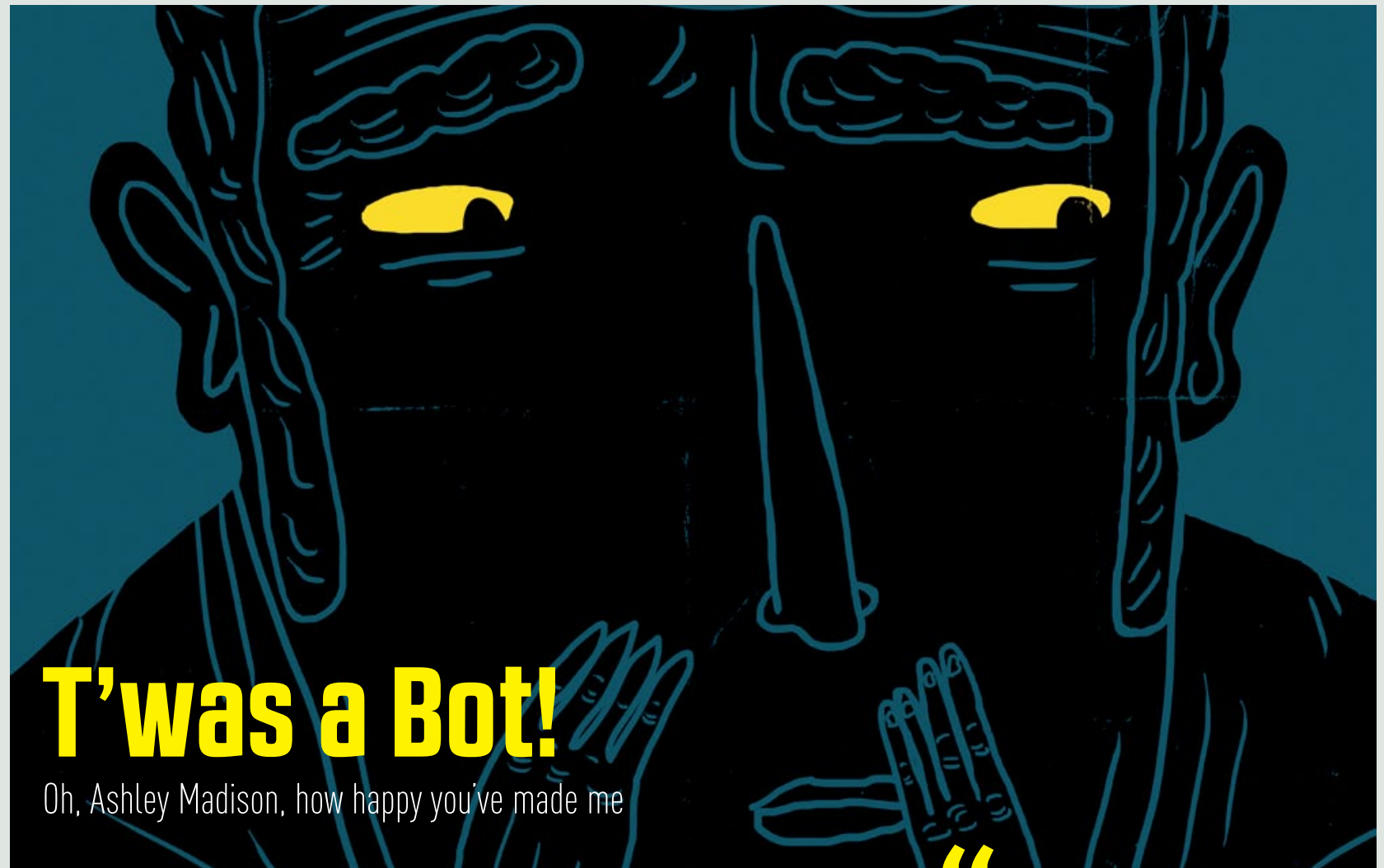
But Musk is the man who is single-handedly making commercial space travel and electric cars the norm instead of the exception and he has been in this situation before. While he's not leading the charge this time, Musk is throwing his money where his mouth is – his company SpaceX is constructing a one-mile test track adjacent to its headquarters in California for any man, woman or company to test their Hyperloop creations. It is also holding a competition in June 2016 to find the best engineering solutions.

Another company, Hyperloop Technologies, is already making headway using the concepts outlined in Musk's document. Armed with a war chest of close to \$100 million and the backing of some of the greatest minds in the tech industry, the company recently completed the prototypes for its tubes and levitation rigs – the latter only took an amazing nine weeks – a few weeks ago and is going to start small-scale testing within a matter of months. Newly appointed CEO Rob Lloyd has publicly said that the company is on track to build production-scale hyperloops within three years. "I think we'll encounter lots of pushback and it's motivating. It's the same pattern I saw when Internet Protocol came to the telco business. But we're now building the digital transportation of the future," said Lloyd. ☘

DID YOU KNOW?

The idea for a hyperloop connecting two cities is actually an old idea. In 1812, British inventor George Medhurst wrote a book detailing his idea of transporting passengers and goods through air-tight tubes using air propulsion.





# T'was a Bot!

Oh, Ashley Madison, how happy you've made me

“

*I ADMIT*, it was schadenfreude of the highest level when I read about social networking-cheating site Ashley Madison getting hacked. While the idea that 20 million men (actual bloody numbers) could potentially have their lives ruined for being absolute scumbags was pure elation, the later news that most of the “women” the men had been talking to were bots designed by programmers felt like a 13th month bonus in sadism.

Imagine a John Doe typing away with furtive glee as he exchanges raunchy messages with Internet strangers, gender unknown, while his wife Jane sleeps next to him. After his existence is validated by a 20-something Instagram model, he shuts down his laptop and tells himself, “I’m having my cake and eating the damned thing too. Take that, universe.”

He wakes up the next morning to find his wife laughing while reading the news off her phone. “Look dear, that Ashley Madison site has been hacked.” John heads to the office with a sense of impending doom. He starts looking up budget hotels with

private parking (it’s for that sportscar he had bought when the mid-life crisis hit). He almost calls his lawyer but isn’t quite ready to throw in the towel yet. “Maybe she’ll understand why I needed it,” he thinks.

As he trudges through the door, his wife calls out that dinner is ready and it’s “the special this time!” John sits and is regaled with tales of the daunting life of a housewife. His tech-crazy son chortles and comments, “Have you heard, Dad? There were almost no women on that Ashley Madison site. They were all bots!” The family has a laugh while John nervously forces out a smirk.

“I have literally touched myself inappropriately to something on the other side of the world that only knows where to place 1s and 0s,” he accepts.

While it may sound like the plot of a new Wachowski film, the darkness of it is real. My distaste for cheating stems from a terribly traditional point of view, one that many men (and women) have informed me is antiquated. From the acquaintance who insisted “it doesn’t count if it’s just

The next few months will undoubtedly prove profitable for divorce lawyers, hotels and hackers, what with the thousands of Johns around the world

physical” to the ex-superior in the army who had another wife and family in Batam, the notion that cheating is just another minor misdeed in modern relationships is terrifying. I don’t champion staying in a loveless relationship but anything is a better solution than sneakily making your bed in another home.

The next few months will undoubtedly prove profitable for divorce lawyers, hotels and hackers, what with the thousands of Johns around the world frantically pleading that “Hun, it was just a bot, I swear! I knew it wasn’t a real woman!” Well, we can safely predict your bank balance is going to get carved up like the turkey at Christmas, with just a slice for you left over. **A**

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*Sean’s RSS feed reads like a Netflix to-watch list as he waits for more juicy content (and names) to come out of the scandal.*





It really is things like schedules and deadlines that accidentally create an artist's style

COMIC BOOKS have come a long way from their humble beginnings as compilations of cartoon strips on the newspapers' funny pages. These days, artwork in comic books are so elaborate and stunning that one cannot help but marvel at what the artist has achieved – especially when the subject is a superheroine.

Adam Hughes is one such artist who has mastered the art of drawing women. Hughes is a household name in the field of “Good Girl Art”, as the style has come to be known. Wonder Woman and Catwoman are just two of the many female characters whom Hughes has immortalised on the covers of comic books.

When asked about the inspiration for his style, Hughes merely shrugged and said it would have to be the home mortgage company. He did admit that he stopped emulating his favourite artists. In the last five to seven years, Hughes has developed a style that he revealed

has been influenced by one thing: time.

“It really is things like schedules and deadlines that accidentally create an artist's style,” explained Hughes. As with every other artist, Hughes is his own biggest critic and is full of enough self-loathing that he will keep improving a piece until it is absolutely necessary. A friend once told him, “Art is never finished; it is abandoned.”

Being a veteran does not mean Hughes is immune to artist's block. “I spend most of my time scratching my chin, looking at a blank sheet of paper,” said the 48-year-old New Jersey native, laughing. To overcome this obstacle, Hughes kills enemies in video games. He also tries to get other things done, like vacuuming. “That way when you don't get a darn thing drawn, you still feel like a useful part of society,” he rationalised.

Even so, artist's block is not the biggest

problem Hughes faces. At the risk of sounding too Zen, Hughes shared that it is actually the things that nobody prepares you for when you attain fame, such as managing your career and dealing with stalkers, that are problematic. He wished he could travel back in time to prepare his younger self and also “to go easy on the pizza”, grabbing a fold of his midsection.

Pizza and fame notwithstanding, Hughes truly enjoys what he's doing for a living. Apart from being the current cover artist for DC's Batgirl, Hughes has Betty and Veronica and a “secret project” in the works for next year. Fair warning, fan boys. 🍕



# I Need A Hero

Everyone needs somebody, even the superheroes



I'M NOT YOUR SUPERWOMAN... Sorry about the outdated song reference – you can't expect me to be able to disguise my age all the time, you know? But I am a hero. The power came to me right after my brother was born, then my sisters, one after the other. I believe heroism is the birthright of every firstborn because we're the ones who realise we must look out for our younger, weaker and more vulnerable siblings.

As I grew up, so did my sense of heroic duty. In primary school, I stood up to those who discriminated against the poorer, plainer and not so bright (true story). As a teenager, I started fighting for various voiceless victims (of abortion, no kidding). By the time I entered adulthood, I had a full-blown case of hero mentality.

It was just an attitude of course and nothing to do with political statements or superhuman abilities. You'd be surprised how much room in the world there is for heroism. If you value justice, harmony and compassion in the world, you will see the need for it all around you, even in the little ways. It's not always righteous, serious stuff. Sometimes it's for fun things, like saving up your pocket money during the week,

and be able to buy your siblings a round of ice cream and watch their faces light up. Incidentally, I once thought St Nicholas had the best job in the world: to make kids' dreams come true.

Then life happened. It's not just the realisation that there is no Santa Claus, although I cannot say I was devastated because I'd already suspected he was a fraud since I was the one putting presents under the tree.

Divorce pulled the rug from under my existence, not just once but twice. I hate to think about those days. Many times, struggling as a single mother, I felt like throwing in the towel. So much for being a hero. I needed rescuing myself. But then, to use a cliché, I knew the only person who could rescue me was myself.

Understanding this took time though. It wasn't an easy process. It was tainted with bitterness, stoicism, pride and a laundry list of nasty traits that inevitably crept into my vernacular because they are natural defensive responses to the events in my timeline. But slowly and surely, my belief that I could fix anything, especially myself, grew even stronger.

If you value justice, harmony and compassion in the world, you will see the need for [heroes] all around you

Time itself too can hold powerful and unexpected panaceas. Over time, my son grew up. We have a solid relationship because I promised him I would always tell him the truth, no matter how unpleasant it can get. And he promised to always walk with me no matter how grumpy I may become. He would always believe in me. I would always be his hero.

My heroic mentality didn't disappear or diminish. I continue to feel the need to rescue people and situations and at times ended up sad, angry and frustrated. But my son would just say that such is life, that I can only help those who want it, and that there are people can't be helped because they are not aware that they need rescuing in the first place.

And so I learnt to take off the mask and cloak. You know, it's actually nice to let someone else take charge for a change.

*For this Fountain of Youth issue, Juliana looked back on her own youth and almost felt like it's all gone to naught. But the things she has learnt prove otherwise, and she's finally learning to let go and start living.*



# It's Human Nature

Art is fundamentally about being alive

WORDS ZULFADHLI PHOTO RAFAEL SALGADO

*I WAS IN AWE* when I found myself surrounded by Frank Holliday's paintings at Partners & Mucciaccia Gallery. To those in the know, Holliday, who has worked with the likes of Andy Warhol and Jean-Michel Basquiat, paints Neo-Expressionist works that are reminiscent of Jackson Pollock's pieces, probably because they are achieved through the same method of "gestural abstraction" – a technique of splashing, dripping and spreading paint onto canvas to convey wordless poetry. To the man on the street, the paintings may seem like a random cacophony of colours. But there was no denying the allure, for every stroke applied on the canvas captured an emotion.

"I use my body, hands, brush and rags. I wrestle with paint on the floor," Holliday explained. The North Carolina artist added that he regularly has mental conversations with his canvas and paints in order to produce pieces that are brimming with life.

"You have to understand I'm almost 60. I've lived through the AIDS crisis in America in the '80s when almost everybody I knew died," he said. Legendary artist Keith Haring, whom Holliday considered a friend, lost his life to the dreaded disease in 1990.

Things took a brighter turn for Holliday when he discovered paintings by Diego Velázquez, the 17th century Spanish painter famous for his Baroque-style works. He was moved to tears by Velázquez's vulnerability and was mesmerised by how a piece of artwork created centuries ago was still able to remain relevant and convey the state of being human even to this day. "Every week, we were making work about death. I decided to paint what it means to be alive," he said.

For artists, life is meaningless without passion. But putting one's passion ahead of money is a gamble. Not every artist is fortunate enough to achieve success. Frank agrees that pieces are often underpriced or overpriced, but it's not the artist's place to determine the monetary value of his work. That is the work of the art dealer – someone who can create value and protect the artist at the same time. It goes without saying that a dealer must be sincere. Frank considers himself lucky to be working with Valter Spano of Partners & Mucciaccia.

Despite his success, Frank remains humble. "Somebody just bought a piece for \$200,000," he said, indicating to a vacant spot where his work once hung. "It kind of freaks me out."

*Frank Holliday's solo exhibition is on from now until 15 Dec at Partners & Mucciaccia Gallery, Gillman Barracks*



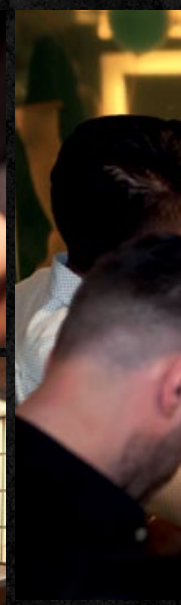
# RACE AGAINST TIME

The heat within the Bentley pit at the GT Asia championship is feverish, particularly when all three cars are revving it up prior to the championship race in Sepang. Add to that a bevy of beautiful women bearing the tattoo of the Flying 'B' sashaying around, posing and looking just oh-so-hot, and you have the makings of a great weekend.

Thanks to Breitling, our A-LIST partner for this year, 13 of our A-Listers got together on the first weekend of September and headed north to Malaysia's professional racing track where we spent some time with Breitling and Bentley, and got up close and personal with the cars of GT Asia.

The professional and semi-pro championships have had a following for a few years now, and this year marks Bentley's debut in the competition. Naturally, Breitling, being a fervent partner of the British marque, was also amply present at the event, inviting collectors and friends to discover both its presence in motoring as well as its long-standing association with Bentley.

The two companies share commonalities beyond their famous winged logos. Both are renowned for their precision and control as well as award-winning quality products. Breitling has often been associated with aviation, in part due to its ingenious design of the sliding rule on the bezel as well as its invention of the two-button chronograph. Bentley has a rich history in motoring and continues to be the flag bearer today. The Continental GT3, unveiled three years ago, was the first track-standard car the brand produced in a decade and has garnered impressive race finishes.







## KICKING OFF

After getting into Kuala Lumpur, we made our way to the luxurious Sheraton Imperial hotel, where the head chef of Villa Danieli Kamaruddin Adnin, along with the staff, made us feel welcome and comfortable. The hotel is the city's most premier option for travellers since it first opened in 1998 and has maintained its imposing facade with Moorish details, while the Villa Danieli offered a cozy Italian restaurant vibe and a delicious meal for all. We then made our way to the Breitling store at the Pavilion shopping mall, where we were welcomed by Alvin Soon, the general manager of Breitling SEA. He spoke about the brand, its values and its strong standing as an instrument for professional pilots along with its presence in motoring and ocean activities. After spending some time learning about Breitling, we joined general manager of Melchers Time (the regional distributor of Breitling SA) Alexander Melchers who invited us for a whisky-paired dinner at Kampachi. The choice of select and rare Japanese whiskies went perfectly with the refined dishes prepared by the staff at Kampachi. It was a most delightful evening.





## THE AUGUSTMAN CHALLENGE

The following day, we headed to the Sepang track hours before the GT Asia race was due to start, and got our own gear set up. The AUGUSTMAN team had conceived a real challenge, based on the endurance race configuration of the GT Asia series. At the go-kart track that mirrors the Sepang curves, we split our A-Listers into teams and challenged them to take part in their own hour-long endurance race, outfitted in 125cc karts that could reach speeds above 80kph. Some were apprehensive and there were a couple of crashes. But there were also some hidden talents who wanted more after breezing their way through the hour-long challenge. At the end of the competition, the winners were Jody Chapman (who later told us that he had been a karting champion as a kid), Bu Shukun and Michael Wrigley. The trio bested the others in sheer laps as well as best average lap times.







## DISCOVERING BENTLEY RACING

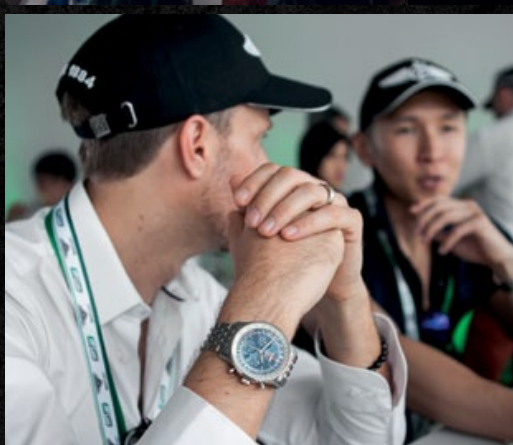
We then headed over to the Bentley hospitality suite where we met the racing team consisting of three professional drivers from Bentley and three aficionados who volunteered to take part in the race. The Bentley Team Absolute Racing members explained how the cars have been tweaked – to be precise, toned down in power compared with the street-legal version of the Continental GT, adjusted for balance and made lighter so that they performed better.

The sun was beating down and the sweltering heat became a concern for the racers. The air was thick with tension as the men prepared themselves for the race.

Just prior to the start of the race, we had the chance to venture down to the grid to get up close to the automobiles before they get flagged off to burn up the tarmac.

Around an hour or so into the race, rain gave the drivers a different set of concerns, and the challenge was to out-sustain and perform the other cars. In this, Bentley was ideally suited to perform. The final result was a second place podium finish for Adderly Fong and Keita Sawa, while the entire Bentley Team Racing Absolute moved into second place in the team championship for the GT Asia series. Given that this was the debut year for Bentley in this Asian endurance series, the result was a delight for all.

We rounded off the evening with celebratory drinks to toast to our very own debut overseas programme for The A-LIST before heading back to Singapore. Watch out for more photos and videos on the Breitling and A-LIST event in Sepang on our social media and on AugustMan.com #THE\_ALIST, #BREITLINGSG, where we've created an exclusive video for those of you who could not join us.



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## INSPIRATION



PHOTO SIMON SIM STYLING CHIA WEI CHOONG

Traditionally, the crown and sceptre are objects that represent royalty. Lately, they've become popular design motifs. Regality might be absent from this piece, but it still carries weight, evidenced by Dolce&Gabbana's menswear collection this season.

*Sicily red Jasper crown pendant necklace by Dolce&Gabbana, \$6,250*



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98

REBEL HEART

What's youth without rebellion? We break the rules, colour outside the lines and explore the season's latest styles

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MODERN VIRTUES OF DESIGN

# STYLOGRAPH

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HUNTSMAN / FENDI / H&M / FURLA



# No Labels

H&M Design Award winner Ximon Lee doesn't want to be pigeonholed

WORDS ASRI JASMAN

BEING IN THE SAME ROOM AS XIMON LEE, you wouldn't think he's fresh out of school. The Parsons School of Design graduate has an aura of a seasoned fashion designer who shows up regularly at fashion weeks. You could say that winning the 2015 H&M Design Award gave him poise and confidence but it could very well be his experience interning for Calvin Klein and Phillip Lim, coupled with his deep ambition and passion for his work.

"He's really ambitious, which is a good thing to have to make it in the business. And I think he has a goal in front of him and that is to make it as a designer," echoed Ann-Sofie Johansson, H&M's creative advisor.

Decked out in his own version of his winning collection, Ximon Lee tells us more about his inspiration, working with H&M and learning to pare down his work.

## RUSSIAN ROULETTE

The 24-year-old grew up in a Korean family but lived in different parts of Asia. He returned to his roots (a village in between Manchuria and Siberia, and close to Russia) for the collection. He vaguely remembers the Soviet architecture surrounding the area. "I wanted to see what the Russian scene was like," explained Lee of his journey to the country. He also chanced upon *The Children of Leningradsky*, a documentary about Russia's homeless youths. It served as a huge inspiration for him.

“

If you do menswear and if it's nice, girls would buy them anyway. They wouldn't care if it's menswear

## MASS APPEAL

It would be hard to see the typical H&M customer wearing the layers of bonded denim and cardboards that are key to Ximon Lee's collection. The collaboration meant that he had to learn how to edit his collection to something more palatable to the mass market. But it was an "interesting challenge" for both him and the H&M design team to still include the intricate details for the collaboration.

## LABEL-UNCONSCIOUS

Ximon Lee insists that he's first and foremost a menswear designer despite showcasing his collection on both genders. "If you do menswear and if it's nice, girls would buy them anyway. They wouldn't care if it's menswear or womenswear," he retorted. We think he's absolutely right. The H&M Design Award collection has no semblance of belonging to either category but won't look misplaced on either men or women. Some might call it androgynous. We prefer fashion-forward. **A**

*The 2015 H&M Design Award collection will be available online at [hm.com](http://hm.com) from 22 October*





# Quality Consumption

A languid take on fashion is what Fendi proposes for the man of today

WORDS DARREN HO





## BEHIND THE SEAMS



When most grandes dames are settling for peace, Fendi is looking for a dose of youthful glee and boisterousness in its house



*FENDI HAS BEEN GRABBING HEADLINES THIS YEAR* for a multitude of reasons. It's just moved into the Palazzo della Civiltà Italiana, after a year of restoring the old structure. It was initially meant for the 1942 world fair that was cancelled due to world war. The beautiful, stark and modern take on a Roman Colosseum is a landmark that also celebrates the Italian fashion house's 90th. This year also marks Karl Lagerfeld's 50th anniversary with the label and to commemorate it, the firm presented a "haute fourrure" show at the haute couture season, offering fur creations that impressed the fashion fervent while drawing sharp criticism from animal rights activists on the use of the material. Incidentally, this year also marks the 15th since Fendi introduced menswear to

its collection, and the first year to present a complete menswear show on the runway.

Whatever results from these differences, Fendi isn't really bothered. Fur's revival can be, in large part, attributed to the Italian firm that has never moved away from its long heritage of being a luxury furrier. In recent years, menswear has also become more welcoming of the luxurious material. At the age of 90, when most grandes dames are settling for peace, Fendi's looking for a dose of youthful glee and boisterousness in its house.

The menswear range has been more energetic and relaxed in recent seasons. For years, the Fendi man was a genteel, formal, almost aristocratic sort of character. His wardrobe would have been what one would





There's a sense of humour in the accessories and a colour palette that's vibrant but in a muted way

expect from Patrick Bateman or Harvey Specter. Then the company caught the Bug, and suddenly the potent viral power of the Bug was spreading to all aspects of the Fendi fashion house.


By Bug, we're of course referring to the amusing and colourful Tasmanian devil-style creature that's popped up as bag trinkets, clothing motifs and bag designs. The top-handle bag, a popular ladies' style, was re-invented as the men's version of the Peekaboo briefcase, available with said Bug and without. More impressive and fascinating was the use of unusual and clever stitching and other techniques in the ready-to-wear collection that made the pieces stand out.

From handstitched patchwork leather to quilting, it felt like Sylvia Fendi has taken the experiments that Karl Lagerfeld has made with gentler, more feminine materials for the womenswear and thought: why can't we do that for men as well, with tougher materials?

The autumn/winter season invariably feels more serious than spring/summer, when beach shorts and lightweight cotton rule. The layers that Fendi has created for this season, however, don't feel like a weight on the shoulders. There's a sense of humour with the accessories and a colour palette that's vibrant but in a muted way. A softer form, with a rounded silhouette lent the feel of a more relaxed mood. There was a hint of the vintage, a modern sense of the '80s that filled the air. Oversized scarves that could double up as serapes or a even a blanket came in several shades, and a sportier, young Ivy League grad appeal was present.

One could imagine the Fendi guy popping out of the country club, tennis racket in hand. The long coats, which worked both as outer coats and jackets in muted grey, inky black and tobacco brown were also a beautiful hit, something that would weather well in the wardrobe for years.

Like past seasons, Fendi again experimented with construction. This season saw suedes merging seamlessly with calfskin, which were visually impressive and had a sensually tactile appeal. Another clever bait-and-switch was the corduroy-looking sheepskin and leathers, cut very thinly so that the fall of the material was akin to corduroy, without the disadvantages of it.

Quality was clearly the centre of the brand's products this season. There were no radical forms, no mad Rick Owen shapes. This was a collection designed for a man who knew his style and was fully comfortable with it. 



# No Labels

H&M Design Award winner Ximon Lee doesn't want to be pigeonholed

WORDS ASRI JASMAN

BEING IN THE SAME ROOM AS XIMON LEE, you wouldn't think he's fresh out of school. The Parsons School of Design graduate has an aura of a seasoned fashion designer who shows up regularly at fashion weeks. You could say that winning the 2015 H&M Design Award gave him poise and confidence but it could very well be his experience interning for Calvin Klein and Phillip Lim, coupled with his deep ambition and passion for his work.

"He's really ambitious, which is a good thing to have to make it in the business. And I think he has a goal in front of him and that is to make it as a designer," echoed Ann-Sofie Johansson, H&M's creative advisor.

Decked out in his own version of his winning collection, Ximon Lee tells us more about his inspiration, working with H&M and learning to pare down his work.

## RUSSIAN ROULETTE

The 24-year-old grew up in a Korean family but lived in different parts of Asia. He returned to his roots (a village in between Manchuria and Siberia, and close to Russia) for the collection. He vaguely remembers the Soviet architecture surrounding the area. "I wanted to see what the Russian scene was like," explained Lee of his journey to the country. He also chanced upon *The Children of Leningradsky*, a documentary about Russia's homeless youths. It served as a huge inspiration for him.

“

If you do menswear and if it's nice, girls would buy them anyway. They wouldn't care if it's menswear

## MASS APPEAL

It would be hard to see the typical H&M customer wearing the layers of bonded denim and cardboards that are key to Ximon Lee's collection. The collaboration meant that he had to learn how to edit his collection to something more palatable to the mass market. But it was an "interesting challenge" for both him and the H&M design team to still include the intricate details for the collaboration.

## LABEL-UNCONSCIOUS

Ximon Lee insists that he's first and foremost a menswear designer despite showcasing his collection on both genders. "If you do menswear and if it's nice, girls would buy them anyway. They wouldn't care if it's menswear or womenswear," he retorted. We think he's absolutely right. The H&M Design Award collection has no semblance of belonging to either category but won't look misplaced on either men or women. Some might call it androgynous. We prefer fashion-forward. **A**

*The 2015 H&M Design Award collection will be available online at [hm.com](http://hm.com) from 22 October*







# Building Blocks

Andrea Incontri adds on to the Tod's heritage

WORDS DARREN HO

ANDREA INCONTRI IS SPICING things up at Tod's. Since he leapt onto the Italian atelier's wagon, the cogs in Diego Della Valle's machine have been turning non-stop. What Incontri has done is add on to the label's renown in leather shoes, bags and accessories by developing a functional and dedicated range of clothing. Unlike fashion directors who have entered labels and turned them upside down, Incontri has exercised a gentler hand, that of a chaplain or custodian. He's cautiously added pieces to the collection, with equanimity and at a stately pace. Here are our choice picks of the brand's highlights for the season.

## THE NEW SNEAKER

A few will be familiar with Hogan, the sibling label of Tod's. The sneaker-focused label continues to flourish around the world, but Tod's is picking up a few tips on how to sole your feet right without losing style points. The Tod's sneakers for this season come in various options. Our personal preference is the double monkstrap that's equipped with sneaker soles

and an antique finish. It's got the right mix of comfort and formality, though we won't turn away the sneaker-soled penny loafer as well. Other options play up wintry materials that are not as popular in our local climate, but definitely have an edge to them. We're not about to do away with the Gommino anytime soon, but it's great to have an option that you doesn't make you fret when the streets are wet from a sudden downpour.

## GOING CASUAL

Backpacks, haversacks, messenger bags. These are the equipment carriers of the new nine-to-five warrior. It looks like designers have properly embraced the fact that increasingly crowded cities face increasingly crowded public transport services, and not all of us have access to personal transport, nor wish to adopt one. Rather than briefcases, which have to be dropped on the train floor or hugged during rough and crowded rides, the slinged bag is far more viable. Well-compartmentalised interiors and sleekness of design interpreted

“

Incontri has cautiously added pieces to the collection, with equanimity and at a stately pace

in soft, supple leather is how Incontri's work stands out. Pay close attention to the stitching and use of the Tod's double stripe designs that maintain consistency with the brand's identity.

## THE TOTE BAG

Oh yes, despite our early misgivings, the relaxed and informal style of the tote bag has finally convinced us that it's worth taking a proper look at. From someone who's always had a strict opinion about the rigidity of menswear and structural design, the uncomplicated but sturdy design of the Double Stripe tote bag gets two thumbs up. It's because Tod's has constructed it in a way that ensures the bag has enough structure not to slump over in a corner when emptied, but still retain a relaxed feel. Maybe it's not for every



## REPORT



**CLOCKWISE**  
Tod's apparel range underscores functionality; sneaker-soled monkstraps; Andrea Incontri; the Double Stripe tote and backpack



user, but if your boss isn't the sort to raise an eyebrow, this sits right between serious and total chill out.

### HINT OF FUR

This will have PETA and the SPCA up in arms, along with the social media warriors who challenge the use of fur in fashion. A number of critics took swipes at the industry recently by putting the spotlight on how creatures such as the Louisiana alligator, beaver and mink are farmed to acquire their skins. It prompted Jane Birkin to disassociate herself from the Birkin bag. But certainly, big luxury brands such as Tod's strictly abide by rules to ensure safe and humane practices. One can't deny that the touch of fur is something no synthetic material has come close to.

Given the brisk weather conditions we've seen this year, a harsh winter can be expected and a fur collar may be truly useful for warding off the cold. Incontri has used it on leather, suede and wool coats in a variety of shades and ways. His aesthetics are unfaultable.

### GET DOWN ON IT

The down vest is probably one of the most underutilised items in menswear in the last five years. That's quickly being rectified this year as men at Pitti Uomo earlier in January donned warm down vests over their blazers and rocked about in beanies and boots. Certainly in Japan, the trend has been on a steady rise for the last few years, and these days, it's easy to spot the early adopters at the men's fashion shows with ample accessories, or in one example from Tod's, just a very elegant suit. The quilted leather options by Incontri (seen right) are also available in micro-check wool – plaid goes well with a more stoic look, adding a bit of the street without going too wild.

The steady stream of new ideas popping out of Tod's also follows Della Valle's social projects, which range from the restoration of Rome's Coliseum to the Dots of Life campaign raging on Instagram – where anyone can engage with the brand through a photo of their footwear. We're looking forward to seeing what will come next from Tod's. 🐾







# Masters of Fabric

Robert Bailey on the workings of a Savile Row brand

WORDS ZULFADHLI

HE WIELDED HIS FIRST PAIR of scissors in the workroom of Gieves & Hawkes on Savile Row at the age of 16. While cutting pieces of fabric may not sound like a big deal to many, it is the first step to creating the perfect jacket. Robert Bailey reveals that it takes a good five years of strict mentoring before that can happen. Thirty years on, the recently-appointed senior cutter of bespoke tailoring house Huntsman has taken the house's first trunk show from London to Asia. He sat with us at Colony Clothing in UE Square one afternoon to tell us what it takes to be among the best in the trade.

## PROUD HERITAGE

"Most of us don't come in the business cold unless you've been to fashion college," shared Bailey, the fourth generation of cutters in his family keeping the art of bespoke tailoring alive. Tailoring runs in his blood but he is quick to point out that it does so in everyone at Huntsman – from tailors to cutters. "Scratch beneath the surface and you'll see everyone here comes with a heritage in tailoring."

## CUTTING EDGE

Is there a difference between "tailor" and "cutter"? Bailey explained that a cutter is the guy with the more technical job, whereas a tailor has more creative rein. A cutter has to know a garment right down to its specifics – from its measurements to how it's made up – and it's that all-rounded knowledge and skill that gives him a sense of satisfaction in his job.

## LEARNING JOURNEY

Coming from a family of cutters didn't mean things came easily for Bailey. "My mentors would deconstruct jackets, and make me reassemble them again until they're perfect," he recounted. Bailey described how he had to struggle to rise up to Huntsman's standards and reputation – the bespoke tailoring house has been at the heart of Savile Row for over 165 years, seeing to it that royalty, stars, and industry heads are impeccably suited.

Despite his years of experience, Bailey told us he still feels challenged whenever he has to make difficult figure proportions look elegant.



[Huntsman's] next trunk show and visit to our shores is scheduled for this November

"It has to be done. Huntsman specialises in making sturdy and structured garments, whether bespoke, made-to-measure or ready-to-wear. It is my job to make our customers look their best so they will be satisfied with their Huntsman suit and always come back."

## ASIAN TRUNK SHOW

Huntsman has never held a trunk show in Asia until now and Bailey has been tasked to take it on a month-long Asian tour, beginning in Singapore and ending in Seoul. The plan is to bring its Savile Row services to Asian patrons four times a year. The brand's next visit to our shores is scheduled for this November.

"A great deal of planning has gone into this, and we are very excited to transport the shop's services over to Asia." 🐘



# It's Man Candy

Furla re-enters the men's leather goods market

WORDS ASRI JASMAN

*FURLA MAY BE KNOWN* for its Candy Bag but many would never guess the popular Italian label once also produced men's leather goods. Now, refocusing its design vision, Furla is back in the men's market. In Singapore to launch the brand's flagship boutique at Marina Bay Sands, Furla's CEO Eraldo Poletto revealed the reasons for the brand's return to the men's market and his thoughts about marketing on social media.

## Why did Furla decide to extend its reach to men?

Why not? (laughs) Firstly, I strongly believe that men now have a much higher level of fashion sensibility. There's also definitely an appetite, particularly in Asia, for a product with a great design component, craftsmanship and innovation. Secondly, I think there is space for a product that can be used by both genders without fear of being gender-specific. Lastly, Furla's strength is in colour and innovation. And I think men are missing that fun side. They mostly only have black, brown or dark navy items to choose from.

## So why did the men's collection stop years ago?

I stopped it because at that point, we were trying to be everything for everybody. We were missing a strong point of view. I believe that when you do something, you need focus. Instead of trying to fix the men's collection, I decided to focus on women's collections until we could organise ourselves to come back.

## Do you think social media will be a good tool to market the new men's collection?

I love social media because it allows everybody to speak up and be seen. It becomes a little more democratic when you compete with bigger brands that can spend millions of dollars in magazines. With digital, the social communities measure you by how cool, honest and transparent you are. There are bloggers out there with a huge following; Chiara Ferragni has more followers than Hermès. It doesn't make any sense, and yet it does. 📱



CHANGE IS  
CONSTANT

The key product for the men's collection this season is the Modular. Available in horsehair and calf leather, the bag offers two-in-one versatility. It comes with an additional set of side panels and handles to enable it to morph from weekender to briefcase in a flash.



# COMFORT ZONE

When style doesn't have to feel like a personal challenge

WORDS ZULFADHLI



## FINAL LAYER

This lightweight coat by Cerruti 1881 is a cold weather essential if you plan to take a winter holiday. We like that it's fully reversible, giving you more than one way of wearing it. **\$1,600**

*Available at Cerruti 1881*

-----> Your overcoat will retain its shape better if you hang it out to dry after each use



## HIT THE SACK

The tidiest way to carry your essentials is in a cross-body bag constructed out of fine saffiano leather. The neutral brown tone of this piece by Picard easily matches most of your outfits. **\$189**

*Available at Picard*

## STAND OUT

Sneakers have a way of giving a youthful edge to a sharp suit and tie ensemble, and fits a casual T-shirt and jeans getup perfectly. This pair, crafted in Techmerino wool and suede panels by Z Zegna, is truly a piece of sartorial commodity for guys with good taste. **\$690**

*Available at Z Zegna*



## HAPPY WEAR

When it comes to clothing, versatility is key. This quirky sweater from G-Star Raw's latest collaboration with Pharrell Williams suits both warm and wet weathers, making it perfect for laidback dudes. **poa**

*Available at G-Star Raw*



## A QUESTION OF TRUST

A man shouldn't need to think about or feel his underwear, except that it is comfortable. This pair by Jockey is designed to give the best fit in a breathable material, thus ensuring perfect comfort. **\$22.90-\$24.90**

*Available at leading department stores*





### MAN HANDLED

The backpack might be in trend now, but it's a good idea to give the collegiate look a rest every now and again. Try out something more refined like a roomy boston bag. We found this sleek interpretation from Furla's latest collection for men. **\$1,590**

*Available at Furla*



### GROOVY, BABY

For the occasions when you want to look like a man of the world, opt for a pair of velvet trousers. Plus, you won't believe how comfortable this number by Gieves & Hawkes is. **\$750**

*Available at Gieves & Hawkes*

### SMARTEN UP

Every man needs a sharp jacket in his wardrobe. But instead of joining the ranks of boring executives in dark colours, dare to stand out and be noticed in a vibrant hue like this one from The Bespoke Club. Be sure to get a perfect fit. **\$795**

*Available at The Bespoke Club*



### ACTION SPEAKS

The classic polo tee is given a sporty twist with graphic panels. This one by Hush Puppies is made with 100 per cent breathable cotton to ensure both comfort and style. **\$67.90**

*Available at Hush Puppies*

When it comes to the polo tee, there is only one rule to follow: never pop the collar



### HATS OFF

Even the best of us suffer from bad hair days. The humble cap will fix that dreadful plight in a jiffy. The bonus? The front panel protects the face from the damaging rays of the sun. **\$89**

*Available at Fred Perry*

## BEING MINDFUL

Sometimes, getting caught up in the hustle and bustle of life leaves us feeling lost and distressed. The Mindful Company offers the unisex Reminder Bands in 18k rose gold, 18k gold, silver and matte silver options, inscribed with positive messages to remind us to find balance amidst the chaos. Check out [www.mindful.com.sg](http://www.mindful.com.sg) for details.





# Heavy Duty

Upgrade your wardrobe with these utilitarian staples

WORDS AND STYLING **CHIA WEI CHOONG** PHOTOS **SIMON SIM**

## THE CARGO TROUSER

This style is based on the standard issue military uniforms that most Singaporean men would be familiar with. With large patch pockets at both sides of the leg, these trousers were intended to allow the wearer ease of movement with the use of strategic seams and reinforcements.

Adapting this silhouette into the everyday look is simple. It's all about fit. A slimmer leg with a slight taper is what you're looking for. Stay away from loose fits that add unnecessary bulk.

Play up the look with accessories as seen here. Suspenders and a patterned scarf in burgundy compliment the olive green trousers. The newsboy cap is a nod to American workwear that inspired the look. Leather lace-ups might have been the obvious choice for this get-up but we opted for technical sneakers, which is a street- and wallet-friendly option.

## SPORT LUXE

Active wear is a big theme this season. From nylon tote bags to technical sneakers, designers are having more fun mixing genres. Think sportswear worn happily with tailored items.



POLYESTER TOTE  
**PORSCHE DESIGN**



CALF-LEATHER  
LOAFERS  
**TOD'S**



WOOL BEANIE  
**H&M**

Cashmere polo, **Gieves & Hawkes**; cotton trousers and sneakers, both **G-Star Raw**; wool blazer, wool scarf and suede cap, all **Boggi**





Cotton shirt, **Uniqlo**;  
cotton jumper, **Brooks  
Brothers Red  
Fleece**; polyamide  
parka, **Porsche  
Design**; denim jeans,  
**G-Star Raw**; and  
suede boots, **Boggi**



## THE PARKA

A staple in any good cold weather wardrobe, the parka is a versatile piece that every guy should own. Its ability to fight extreme weather conditions with its padded body and fur lined hood saw this traditional Inuit garb adopted by the US military.

When the Mods styled their olive green parkas with slim tailored suits in the '60s, it was etched into popular culture and remains an icon till today.

Our take on this utilitarian piece is all about laid-back ease. Layer items that are already in your wardrobe like a checked shirt under a jumper, then throw on your favourite jeans and you're done.

Explore combinations that you might not usually try. A lighter coloured jumper over a base in a darker shade feels fresh in colder months. Finish the look with sturdy rubber-soled boots that are perfect for braving the elements.

## FINER POINTS

A certain amount of experimentation is necessary when figuring out what works. A rounder frame might put most men off but give it a try. You may be surprised.



TITANIUM SHADES  
**PORSCHE DESIGN**



CALF-LEATHER BELT  
**BALLY**



COTTON SHIRT  
**G-STAR RAW**



## DRESS CODE



### THE CAMOUFLAGE BLAZER

We understand if you're having a little camo fatigue. After making numerous rounds on the street style circuit, the print motif looks like it's here to stay.

This slim cotton blazer has a darker camouflage that's definitely safe for work. Dress it up with a contrasting printed pocket square and you'll earn extra style points for being bold with your prints. The relaxed or loose-fit trouser is the star of the season. But the success of the look relies on two things – the right taper and break. If you're buying one off the rack, consider bringing it to the tailor to achieve the ideal fit. Keep in mind that it's not meant to look oversized, but tailored and languid.



### WARM UP

Have you ever considered the psychological effect colour has on you? Fight the cold in warm autumnal hues like ochre and mustard.



WOOL JUMPER  
TOMMY HILFIGER



CALF-LEATHER BOOTS  
CLARKS



CALF-LEATHER BAG  
BRAUN BÜFFEL

Cotton blazer, **Brooks Brothers**  
**Red Fleece**; cotton shirt, **Tommy Hilfiger**; cashmere jumper, **Uniqlo**; wool trousers, **H&M**; wool tie, silk pocket square and suede boots, all **Boggi**

Hair+Grooming:  
**Wee Ming**  
Model: **Finn D/**  
Mannequin  
Fashion assistance:  
**Felix Woei**



# STYLE FILE

The latest news and snippets from the fast-paced world of fashion

WORDS ASRI JASMAN

## DO AS THE ITALIANS

You can now visit Italy and experience the country as the Italians do, without the touristy fluff. *The Italian Notes* is a project by Tod's that aims to provide travellers with a truly authentic Italian experience while also providing insight into the lifestyle of a Tod's gentleman. The microsite will launch in October with notes on fashion capital Milan and will expand to include other destinations including Venice and Como Lake. Expect content contributed by style and influential personalities that will take you from the best brunch places to stores that are off the beaten path. The microsite will be available in English and Italian with an iBook version to be released in the Apple Store.

[tods.com](http://tods.com)



## UNIQLO GOES PARISIAN CHIC

After an announcement from French fashion designer Christophe Lemaire early this year, the Uniqlo X Lemaire capsule collection is finally available in Singapore this month. The LifeWear tagged collection is designed for men and women and is affordably priced. Prices start from \$29.90 for a crew neck T-shirt to \$269.90 for a cashmere coat.

[uniqlo.com/sg](http://uniqlo.com/sg)

## WHEN FAST FASHION IS IN TRANSIT

Fast fashion brand Zara has opened its flagship store in one of Singapore's busiest hub – Changi Airport. Occupying two levels at Terminal 3, it offers the latest men's and women's collections. Just like the brand's other flagship stores in New York and London, the interior makes use of large white spaces and a neutral palette. The 850-square-metre store is located at the Departure Transit Lounge near the A Gate, making the wait for your departure gate to open much less of a bore.



## MONCLER WARMS UP

Known for its duvet jackets, Moncler makes its debut in Southeast Asia at Ion Orchard. The Moncler flagship boutique is home to the full range of the brand's main collections for men and women, as well as its secondary Grenoble line.

01-17 ION Orchard, [moncler.com](http://moncler.com)





# starmen

PHOTOGRAPHY CHUCK REYES STYLING CHIA WEI CHOONG





Merino polo and cotton  
shirt, both **Prada**;  
brass pin, **Givenchy** by  
**Riccardo Tisci**

OPPOSITE Faux-leather  
vest, **Comme des  
Garçons Homme Plus**;  
wool-blend vest, **Raf  
Simons**; denim jeans,  
**Versace**; calf-leather  
boots, **Dolce&Gabbana**



Wool jumper,  
**Louis Vuitton**

OPPOSITE Wool coat,  
**Ermenegildo Zegna  
Couture**; cashmere  
turtleneck and calf-  
leather boots, both  
**Hermès**; cotton-blend  
trousers, **Emporio  
Armani**; brass pins,  
**Givenchy by  
Riccardo Tisci**











Silk shirt, **Gucci**;  
shearling bomber  
jacket, **Sandro**

OPPOSITE Cashmere-  
blend turtleneck, **Etro**;  
brass pins, **Givenchy by  
Riccardo Tisci**














Wool tailcoat, **Dior Homme**; silk shirt, **Gucci**; brass pin, **Givenchy by Riccardo Tisci**; calf leather boots, **Saint Laurent**

OPPOSITE Silk shirt, **Saint Laurent**; faux-leather sleeves, **Comme des Garçons Homme Plus**









Faux-leather vest, **Comme des Garçons Homme Plus**

OPPOSITE Polyester-blend turtleneck, **J.W. Anderson**; denim jeans, **Sandro**; calf-leather belt, **Saint Laurent**; brass key ring, **Givenchy by Riccardo Tisci**; suede bag, **Gucci**; calf-leather sneakers, **Sandro x Reebok**

Makeup+Grooming: **Melissa Yeo** using **Bed Head by TIGI** and **Sephora**  
Fashion Assistance: **Asri Jasman** and **Felix Woei**  
Model: **Samuel G/AVE**





# BEST FOOT FORWARD

NO MORE SMIRCHING GOOD OUTFITS  
WITH SHOES THAT DON'T MAKE THE CUT

WORDS ASRI JASMAN PHOTOS GETTY IMAGES • SIMON SIM STYLING CHIA WEI CHOONG



# Lace-Ups

## The Patent Leather

Patent leather lace-ups should only be worn to formal soirées and best paired with a tuxedo; definitely neither chinos nor jeans. *Aldo, \$199*



## The Perforated Leather

Besides providing ventilation, perforations give derby shoes a sportier look. But avoid wearing them with a polo T-shirt unless you're headed for the golf club.

*Black Hammer, \$99*

## The Brogue

Brogues are distinguishable by their characteristic perforations and can vary in details and types. These are wingtip brogues, which have perforations that extend to the waist of the shoe. *Clarks, \$269*



## The Leather Derby

Unlike oxfords, the derby is differentiated by the eyelet facings that are sewn on top of the shoe. They tend to be more casual than the former but can carry the wearer through most occasions.

*Pedro, \$119*



## The Suede Derby

Protect your suede derby shoes from the elements by spraying on a suede protector. The weekly treatment will keep them looking new, especially when it's as smart-looking and versatile as this one.

*Ted Baker, \$339*

**TIP!**  
PROLONG YOUR LEATHER SHOES & AVOID UNSIGHTLY CRACKS BY MOISTURISING THEM WEEKLY



# Loafers

## The Suede Moccasin

Unless you have a pair of no-show socks, wearing socks with loafers kills the look. This pair from Geox comes with breathable technology so you can easily go sockless.

*Geox, \$288*



**TIP!**

BRUSH AWAY DIRT WITH A WIRE BRUSH AND LEAVE SUEDE LOAFERS OUT TO AIR BEFORE STORING THEM



## The Gommino Driver

Drivers are great for casual shindigs because they feel good and instantly lift up an outfit. They're the answer to dress-down days if you want to avoid looking sloppy. *Tod's, \$740*



## The Metal Bit

If suede loafers seem dowdy to you, the metal bit variation could change your mind. The hardware adds a polished detail and thus punch to an outfit.

*Salvatore Ferragamo, \$990*



## The Penny Loafer

These cost a pretty penny but invest on a quality pair of penny loafers in exotic leather and you won't need to purchase any other loafers for those special occasions. In fact, no one would fault you for wearing these with just about anything. *Church's, \$2,970*



## The Chelsea Hybrid

They are a great solution for those too busy to care for their leather shoes. The rubberised sides of this chelsea loafer helps the leather spring back to its original shape after a day of wear. It also prevents the natural tendency of leather shoes to stretch out of shape over time. *Hush Puppies, \$179*



# Sneakers

## The High-Top

Just like the leather bomber jacket, a pair of high-top sneakers needs a fair amount of swag to pull off decently. Failing which, a pair of slim-fit denims should do the trick. *Saint Laurent, \$1,280*

## The Cross-Over

Unless you've been living under a rock, the running shoe movement started a couple of years back and is still going strong. This has prompted brands to come up with fashion sneakers marketed as running shoes. All you should worry about is how good you feel and look when you're walking around the hip part of town. *Z Zegna, \$680*

## The Faux Sneaker

Another trend that isn't going away any time soon is a sneaker that's disguised as a formal shoe. But don't be fooled. Despite a more formal upper, sports-soled shoes still look out of place in strictly formal settings. They're best worn as casual shoes with a smarter edge at the weekend champagne brunch. *Ted Baker, \$239*

## The Mixed-Material

Thanks to creative applications of technology, fashion brands have managed to combine interesting (and sometimes unusual) mixes of materials for sneakers. For example, take this felt, suede and calf leather mix – perfect for wearing autumn/winter fashion without sweating buckets. *Brunello Cucinelli, \$1,650*

## The Luxury Trainer

You could wear these to the gym but luxury trainers employ the same skilled craftsmanship a fashion house is used to, so why ruin it with sweat? If you've been meaning to wear a suit with sneakers, these are the ones you should go for. *Bally, \$870*



# Monk Straps

## The Sports Monk

You won't feel exceptionally safe with the sports buckles replacing traditional fastenings but they are admittedly less of a hassle. Besides, this is a more refined way of incorporating the sportswear trend than the dreaded velcro. *Pedro, \$123*

## The Brogue Hybrid

Combine brogue detailing with monk straps, and you get one classy hybrid that's sure to turn heads. Keep your look sharp with a fitted suit and you won't go wrong. Anything else will be an injustice to such fine shoes. *Salvatore Ferragamo, \$1,390*

## The Statement Buckle

Worn with the wrong outfit, monk strap shoes with big buckles (especially single monk straps) can make you look dated and old-fashioned. The way to go is to choose a simple suit with no frills. Accents work well when everything else is not competing for attention. *Church's, \$1,010*

## The Single

Trying out monk straps for the first time? Start off with single monk strap shoes for a subtle departure from the usual lace-ups and loafers. It is important to note that the hem of your trousers should hit right at the ankle for a well-proportioned look. *Tod's, \$830*

## The Classic

If you're going cross-eyed with all the different shoe variations, opt for the classic double monk strap. Like any other leather shoes, monk straps come in a choice of colours and textures. We reckon a smooth tanned leather variation makes the details stand out and goes with almost any outfit. *Clarks, \$269*





# Boots

## The Chelsea

A slip-on boot that looks polished is always a winner. Chelsea boots are great with almost any outfit, especially tailored trousers as the smooth upper negates any bunching up of fabric. *Ted Baker, \$399*



## The Suede

Don't worry about keeping these out of the rain. In fact, put them through all weather types. They will acquire the nice patina of worldly adventurers.

*Dr Martens, \$269*

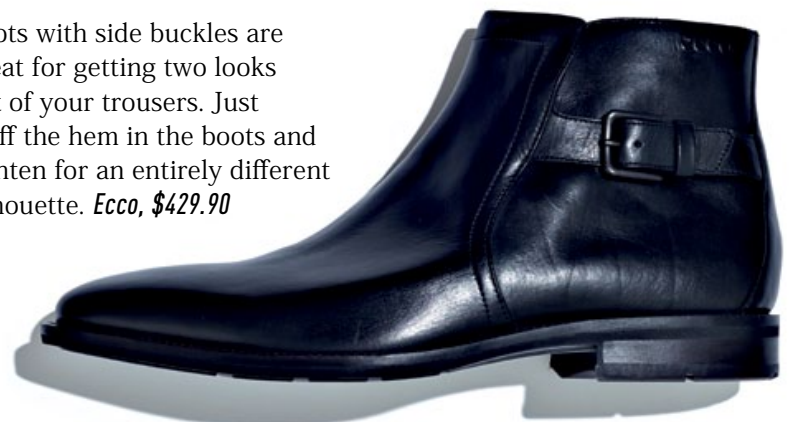


### TIP!

INVEST IN SHOE TREES FOR YOUR FAVOURITE SHOES TO KEEP THEM IN SHAPE AS THEY AGE

## The Buckled

Boots with side buckles are great for getting two looks out of your trousers. Just stuff the hem in the boots and tighten for an entirely different silhouette. *Ecco, \$429.90*



## The Oxford

Basically a high-cut version of the Oxford lace-up, a leather option like the one here, is versatile enough to be worn with jeans and tailored trousers. *Clarks, \$299*



## The Hiker

Hiking boots might be tricky to pull off because of the hardware and thick laces. It's always a good idea to wear them over your jeans and then build a look around the colour of the boots. Don't go adding too much details here. *Bally, \$1,170*







**dark**



# light

CREATIVE DIRECTION **STEVEN DOAN**  
PHOTOGRAPHY **ARRON DUNWORTH**



Outfit, all **Valentino**;  
shoes, **Canali**; socks,  
**Ralph Lauren**;  
vintage pocket watch,  
stylist's own

OPPOSITE  
Outfit and shoes,  
all **Ralph Lauren**;  
gloves, **Giorgio**  
**Armani**



A black and white portrait of a man, likely a model, shown from the chest up. He is wearing a dark, ribbed, flat cap with a strap across the front. He is also wearing suspenders with a geometric pattern over a dark tank top. The man has dark hair and is looking slightly to the left of the camera. The background is plain white.

Hat,  
**Dolce&Gabbana**;  
suspenders,  
**Bottega Veneta**

OPPOSITE  
Aaron (on left):  
suit, **Tom Ford**;  
shoes, **Christian  
Louboutin**; gloves,  
**Giorgio Armani**;  
scarf, **Hugo Boss**  
Matt: outfit and  
shoes, all **Hugo Boss**









Outfit, all **Louis Vuitton**; scarf, **Hugo Boss**; shoes, **Giuseppe Zanotti**; socks, **Ralph Lauren**; ring, stylist's own

OPPOSITE  
Printed jumper  
and hat, both  
**Dolce&Gabbana**













Leather jacket,  
**Coach**

OPPOSITE  
Jumper, **Canali**;  
trousers and bag,  
both **Gucci**; hat,  
**Dolce&Gabbana**;  
ring, stylist's own

Models: **Matt  
Trethe** and **Aaron  
Gatward**



## INSPIRATION



PHOTO SIMON SIM STYLING CHIA WEI CHOONG

Of all the five senses we possess, sight is the most limiting, particularly when it comes to beautifully crafted leather. Instead, inhale the scent of wonderful leather that's carefully tanned to perfection and caress the wonderful texture of the grain. Then open your eyes to indulge in the whimsical motif.

*Waxed canvas iPad case in paisley ink with handpainted owl by Etro, \$645*





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MARIA  
SHARAPOVA

Before this tennis  
star comes to  
Singapore at the  
end of the month, we  
find out more about  
her travelling habits  
and pet peeves

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A WAY WITH WORDS

# EXPOSÉ

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JAY PARK / CELEBRITIES' CHILDREN / SIX MEN BELOW 30





# MIND ON THE GRIND

THE ART OF HUSTLING, EPITOMISED BY JAY PARK

WORDS FARHAN SHAH PHOTOS JOEL LOW STYLING JOHNNY KHOO





Calf-leather  
shearling bomber  
jacket, **Coach**





Cotton anorak  
jacket, cotton  
T-shirt and wool  
trousers, all **Coach**



# Jay Park

doesn't just walk into a room; he saunters in with audacity, the ink on his body grabbing your attention and attempting to tell you his life story. But it's impossible to read, not when his entourage flanks him on all sides. It's a big group – one rather fetching personal assistant, one make-up artist, two hairstylists, two security guards who made themselves scarce after making sure that no one in the studio looked like they were going to kidnap Park, a man with a bowl haircut who makes himself comfortable on the couch and takes pictures of the photographer taking pictures, and of course Park himself.

"He wanted to fly in 15 people," a lady whispers conspiratorially to me, as we both look at Park thumb through his smartphone while getting his hair done. Another lady on my left warns me not to ask any questions about his controversial departure from the Korean boy band 2PM back in 2009. Apparently, the rapper became testy after another journalist went down that route of questioning just a few hours earlier. I look down at my orange notebook, give her a wry smile and make question number seven disappear behind a squiggle of black ink.

Inwardly I sigh, expecting a tough non-committal interview punctuated with a lot of grunts and little insight. I take a seat beside the man with the bowl haircut and watch nonchalantly as people fuss over Park's hair, clothes and poses while the rapper stares aloofly into the lens.

## THE PHOENIX RISES

Park was in town to grace the re-opening of Coach's duplex flagship store at Wisma Atria. It was a whistle-stop tour – Singapore first, then off to Malaysia to perform at Coach's store opening party at KLCC. This was a chance collaboration. Park had been rocking a red leather Coach backpack for a few months, having taken a liking to the brand's classy but edgy range of bags.

One day, the marketing team at Coach called him up, told him that they liked the way he pulled off the brand's bags and proposed a partnership. He accepted, adding one more commitment to his overflowing plate.

Park has been working tirelessly since breaking into the entertainment scene seven years ago and it's taking its toll. "I've never taken a vacation. I've never gone to a different country for a holiday. All my travelling has always been about work. I just want to go somewhere and not think about anything," he shares. Even though he grew up in the United States, he has never been to Las Vegas, Atlanta or Miami. He wants to correct that mistake next year and visit these unofficial capitals of hip hop, the cities where his idols like Usher inhabit. Next year, Park is going to take that long-awaited break.

But, before that happens, Park is planning to release his Korean language rap album this month. He's just finished his lengthy producing stint on *Show Me the Money*, a Korean hip hop variant of *The Voice*. He wanted to release an English rap mixtape too but he had so many obligations to fulfil that he couldn't find the time to hunker down in the studio and record, so he just dropped 'Sex Trip' instead, a slow-burning track made to be put on repeat in the bedroom. Park admits that he doesn't make any money from his English language releases.

"I see it as an investment into my art and my music. I produce English songs for the fans and for myself, to expand as an artiste and get into more markets," he reveals.

Welcome to Park's grind. You can always find him in the studio, writing lyrics and erasing them, making up rhymes, bobbing his head, producing infectious beats, turning a dial, flipping a switch, working hard until the sun rises at six, and the McDonald's burgers and fries – Park's self-professed guilty pleasures – he'd consume at suppertime become a rumbling distant memory in his tummy. "There is no one controlling me, no big company marketing or pushing me. All this success..." he waves his hand around the photography studio, "is all thanks to me, my friends, my team, the people I've grown up with."

He's on fire now. His aloofness has all but disappeared. He's spitting out bombs and speaking from his heart. He's comfortable and honest, even displaying a bit of vulnerability.

"You know, it felt like I wasn't supposed to make it. I had a lot of ups and downs," Park shoots, obliquely referencing his hasty departure from the Korean music scene after his unfavourable Myspace comments about the country, written in English, were leaked to the media. They were penned by a younger Westernised Park, one who had just migrated to South Korea to pursue his entertainment aspirations but had a lot of trouble adapting to the culture and environment.

"But I definitely got past that and exceeded people's expectations. I like it when people doubt me, when I'm the underdog, because when I break the limit, it's more meaningful."

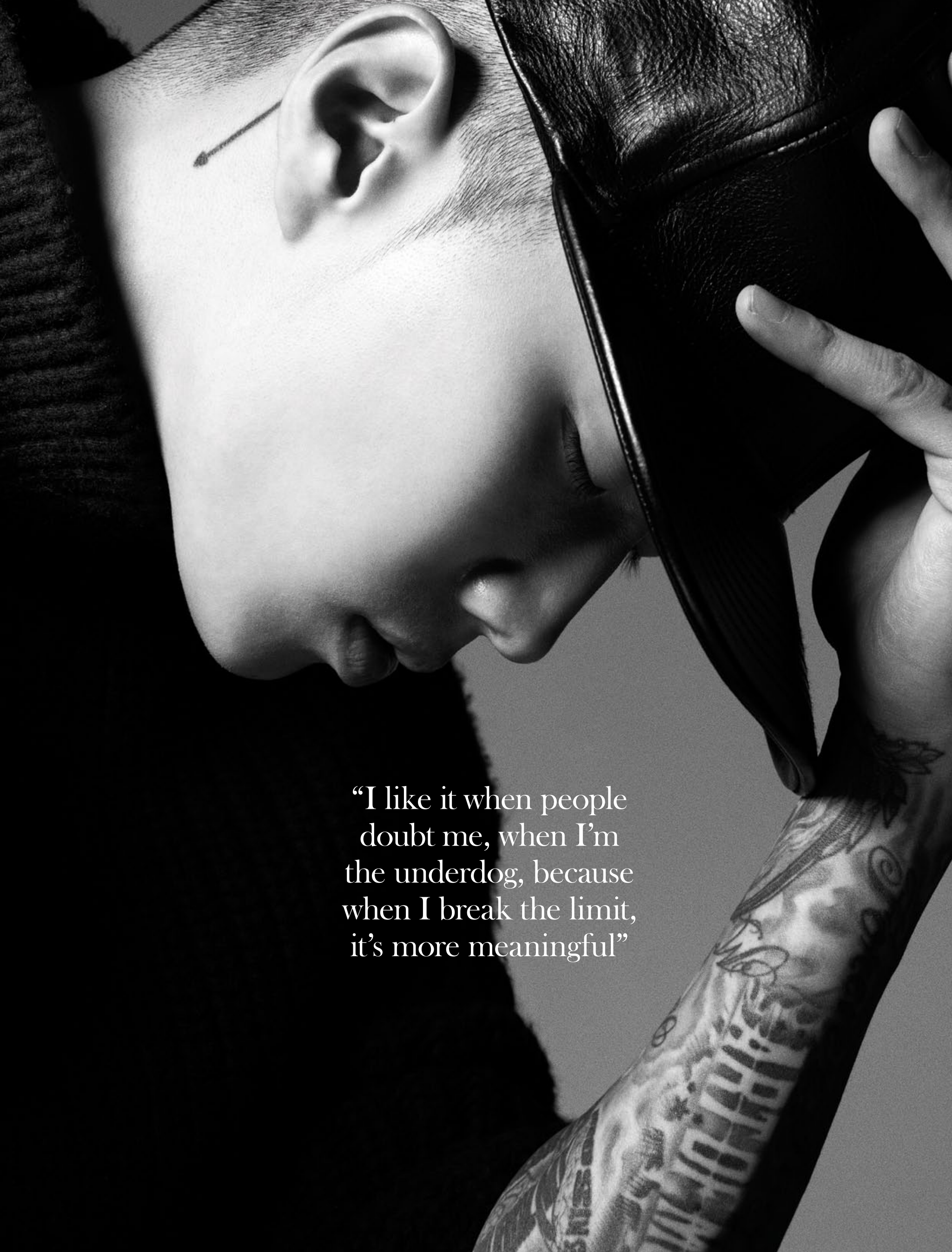


JAY PARK



OPPOSITE  
Wool turtleneck,  
Coach



A black and white photograph of a person's face and upper body. The person is wearing a dark leather hat and has a small tattoo on their forehead. Their eyes are closed, and they have a serene expression. A hand is visible near the hat, and a tattooed arm is in the foreground. The background is dark and textured.

“I like it when people  
doubt me, when I’m  
the underdog, because  
when I break the limit,  
it’s more meaningful”



## THE HUSTLE NEVER STOPS

Rappers are the modern day poets, stringing words into impactful verse. So perhaps it's apt that as I sit there listening to Park talk about his struggles, it makes me think of Dylan Thomas and his famous lines:

*Do not go gentle into that good night  
Rage, rage against the dying of the light*

There is an unquestionable rage in Park's core, one that fuels his unquenchable ambition. He doesn't know where he's going to or what he's aiming for, he tells me as much. The awards he collects; the adoration he enjoys; the magazine covers he graces; the interviews he gives – they're just stepping stones that lead to an unknown destination.

He wishes he had started on this journey earlier. "I was never focused on becoming a pop star, or whatever it is you call it, when I was younger. I wasn't hungry for money. I always thought that if I could get by and just dance with my friends in Seattle, I would be happy," says Park, feet up, hands on his chin in a form similar to Rodin's *The Thinker*.

"But if I had started singing, dancing and doing choreography at a younger age, it would have probably been easier to pick these skills up. All of the great stars – Michael Jackson, Beyoncé, Usher – started when they were young. I'm getting there though," he says with a smile.

Getting there is an understatement. Besides being a popular global recording artiste, Park also helms his own record label AOMG, which stands for Above Ordinary Music Group.

It started out as a small fun project with a couple of long-time friends, "just to make music, spread hip hop and good music, and not worry about mainstream success". But life tends to work in mysterious ways.

"My label has had a lot of mainstream success in the past year and a half," Park laughs. "It's gone way past my expectations. It's doing really well in Korea now and getting a lot of fans from all over the world."

He has thus decided to embrace his entrepreneurial side. He's looking to add even more artistes to the roster and welcomes anybody, as long as "they're dope and talented". He's even flirting with the idea of setting up country-specific record labels – AOMG US, AOMG Singapore – in time to come.

## KEEPING IT REAL

Fame has a way of warping the recipient's perspective on life. I present exhibit A, former mop-haired teenage singer Justin Bieber, who's now mainly in the papers for his bad behaviour and not for his music. Then there are former child stars Lindsay Lohan and Macaulay Culkin and their well-documented struggles with substance abuse.

Park manages to keep himself on an even keel by surrounding himself with the people he grew up with, the same ones who will remind him of his struggles in the past so that he never becomes too full of himself.

The tattoos also help. They represent his beliefs and his perspectives on life. He shows me a tattoo of Benjamin Franklin, the typical portrait you find on an American hundred dollar bill except Franklin has turned into a fiery skeleton. It's on his left wrist with the phrase "Loyalty over Money", which starts from the top of the skull and ends at the bottom,

near the bony chin of the famous kite flyer. He has his family's birth years tattooed at different parts of his body. His latest piece of ink is a little angel on his right calf muscle, a guardian of sorts that he hopes will watch over him. A shout-out to the divine, just like how he regularly name drops his own name and label in his tracks.

What might surprise most people is that despite the bad boy image he portrays – the tattoos, the smirks, the rapping – Park was a teetotaller for the first 24 years of his life. "I only started drinking a few years ago," the 28-year-old reveals. "I don't really enjoy alcohol. I drink for social reasons when everyone is hanging out in the club or in the studio and the conversation is flowing. Drinking is a way for me to connect with people, to network and to build relationships."

It's clear the adversity and brickbats he got has made him wise beyond his years, the hate he received thickening his armour. And it's not a stretch to say that he's a rare commodity among today's manufactured breed of artistes and performers, one who stays true to his art and to himself and not a slave to fickle trends and marketing machines.

But when the alcohol stops flowing, the cameras stop rolling and the strobe lights are put to rest, Park is still that teenager who just wants to dance and hang out with his friends.

Only this time, he's no longer doing it with his crew on the banks of Puget Sound, the Seattle Great Wheel in the background. He's doing it all over the world. 🌍





Wool-blend coat  
and scarf, **Coach**

Makeup:  
**Sin Nu Lee**  
Hair: **Keida Lee**  
Fashion Assistance:  
**Asri Jasman** and  
**Zulfadhli**

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## JAY PARK'S FREESTYLE AND WRITTEN VERSES

I asked Park to spontaneously rap a couple of verses. "I can freestyle, yeah, but it's horrible. If you want it to be good, I'll have to write it. If you want it to be bad, I could just freestyle." After a bit of cajoling, these are the results.

### FREESTYLE VERSE

Coach, I'm about to poach,  
Let's have a toast, we can drink it up,  
Like some champagne,  
Oh no, this is the Coach campaign,  
I'm in Singapore, I'm getting more,  
I'm Harry Potter, you're Dumbledore  
*(breaks into laughter)*

### WRITTEN VERSE

I'm a history changer, wings of  
an angel, Jesus in his manger,  
Hate that I'm winning, looking  
miserable ain't yah?  
Y'all in lyrical danger, spitting  
heavy when I'm on the mic,  
Electrifying like Benjamin Franklin  
with a kite,  
I do this for my people so they  
can eat too,  
Korean, English and I talk money  
so I'm trilingual,  
And yes, I know that I am chosen  
though I don't speak Hebrew,  
What I have common with Martin  
Luther is that I'm a King too,  
Guess I'm an architect, the way I've  
built my career from the bottom up,  
Bet you wish that you could be a  
part of it,  
Honest men not a lot of them but  
plenty snakes in the grass,  
But I'm protected like a broken  
leg in a cast  
*(forgets the next line and breaks into  
another bout of laughter)*

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EARLY ACHIEVERS

# THE YOUNG & THE RESTLESS

SUCCESS IS NOT SYNONYMOUS WITH OLD AGE, AS THESE SIX MEN PROVE

WORDS HANNAH CHOO PHOTOGRAPHY GT GAN STYLING CHIA WEI CHOONG

## ROYSTON WEE THE ONLY SINGAPOREAN TO FIGHT IN THE ULTIMATE FIGHTING CHAMPIONSHIP

With an upright stance and fists ready to strike, Royston Wee, 28, looks ready for the kill. He is Singapore's first and only fighter to compete in the Ultimate Fighting Championship (UFC), a fierce mixed martial arts (MMA) spectacle that involves disciplines like Muay Thai and Brazilian jiu-jitsu. The curious can learn more about it from him at Impact Mixed Martial Arts gym.

John McCain calls the sport "human cockfighting". Wee calls it controlled danger. "It's the toughest sport in the world," he says. "You have to sacrifice a great deal." He's had cuts, a broken nose, mild concussions but nothing has fazed him. A former delinquent, he makes fighting seem like a true art. "Passion alone isn't enough to sustain you. There needs to be balance. Without money, you can't sustain your passion. So you need to make it big and earn your keep."

Perhaps his earlier lessons in life have toughened him. He was a scrawny kid who hated studying, got into more than his fair share of fights, and flunked out of secondary school. He didn't think much of anything till he found himself in ITE and decided the way forward was to go back to secondary school. He studied harder than ever this time around, and aced his 'O' levels, in spite of his principal's scepticism.

As long as Wee sets his mind on something, he becomes this self-possessed, confident creature determined to reach his goal. He's a fighter in the true spirit of it. Today, with a double degree in hands that are lethal weapons, he has become a recognisable face. Sometimes he gets mobbed by fans on the street. But he doesn't believe in his own hype. "I'm just someone who wanted out of the comfort zone. You're only young once."









# NORMAN HARTONO

## THE BRAIN BEHIND DANCING CRAB

Norman Hartono, 27, is proof that whether you're rich or poor, you have got to *want* things. You have got to make things happen for yourself. Compared to other people, Hartono admits his life has been a bit like Disneyland – charmed. Born into privilege, to the family behind the TungLok Group, you would assume he's one of those spoilt youngsters who haven't a clue about holding down a job. Hartono would have you know that he works hard for the money. But, despite what you may think, it isn't everything to him.

"If money were everything, I wouldn't be in F&B," he laughs. As the grandson of TungLok's founder, he has to constantly prove his worth to colleagues. "That's the kind of pressure I'm feeling right now. I'm being watched every day," he says.


He joined the family business right after graduating and dove right into developing

concepts for Dancing Crab with his team. It got off to a flying start, adding on to TungLok's long list of successful restaurants across Asia. Since its launch in April last year, the casual cajun seafood diner has branched out to two more outlets.

"Food seems to come naturally to me," he admits. "For some reason, I have a knack for taste." But to run a restaurant, you need more than just a sharp palate. "I help whenever I can," he reveals. "Even if it's renovation work or decor, if anyone has to execute it, it may as well be me. At least I'll get to do it the way I want it."

Has Hartono thought of doing something besides running the family business? "Yes, but for now, I'll stick to my guns and take it one step at a time until I feel that it's not cut out for me any more. Until then, I'm quite confident this could go a pretty long way."





## JONATHAN YANG

OF MUCHACHOS &  
THE DAILY CUT

On the first day at Muchachos, the total taking was a mere \$129. Jonathan Yang, 30, and Elson Lee (best friend and chef) looked at each other and said, "We are screwed." All they wanted was to create the best burrito in Asia. Going broke wasn't part of the plan.

It wasn't the best start for the new restaurant owner, who had gotten weary of the PR sector. Then the *Wall Street Journal* decided to cover this little burrito joint on Keong Saik Road. "The day the article came out, a crowd immediately lined around the block," says Yang. "It was like a steroid shot."

But he knew that wasn't enough. They needed to impress badly, and people needed to be convinced to return. When customers took their first bite, they knew Yang was serious. In eight months, Muchachos began to make a profit. Seven months later, it hit a million dollars in annual revenue. Yang's second venture, The Daily Cut (healthy-eating protein bowls), generated the same amount in a mere six months.

Maybe it's because of his obsession with the product, not profit. The F&B industry is a hell hole, but if you're in it, do it for the food. "Don't force anything on your business either," he advises. "Open the same restaurant in every single mall? That's a recipe for failure."



# ASEEM K THAKUR

CO-FOUNDER OF GIVEASIA,  
A KICKSTARTER FOR  
SOCIAL CAUSES

If charity is the measure of how civilised we are, Singaporeans are a pretty gracious and generous lot. Yet the way funds are raised and managed for even the worhiest causes leaves much to be desired. There are issues of honesty and transparency in operations and a downright lack of creativity.

Aseem K Thakur, 29, knew this well. "Holding tin cans and asking people for money in the street definitely wasn't the best of my junior college years," he laments.

There had to be better, more efficient and creative ways to raise funds to help any deserving cause, he thought. Thus in 2009, together with a university classmate, he came up with the idea of GIVEAsia. They roped in four other friends to set up a structure for something that could be fun, accessible and transparent. GIVEAsia went live early 2010. Like a Kickstarter for social causes, anyone can pitch in to raise funds, be it a registered charity or a stranger in need.

"We don't screen personal fundraisers," he adds. "It's all based on trust. You need help, you give a reason, and if people buy it, they will lend a hand. Once you hit your target, you will then provide updates on how their money is spent. It's been going pretty well. So far, we have raised at least \$7 million."

Charity is a call to be selfless, so we ask Thakur if he thinks that there is such a thing as a selfless act.

"Well, to be happy, you need to be compassionate. And when you're compassionate, you're happy. Would you call it selfless? I don't really know."









# JOEL TAN

SINGER-SONGWRITER,  
GENTLE BONES

*And darling we will sing until we die,  
we'll never waste these tears on fears and  
cries,  
and now the world is ours to take,  
and every single move is ours to make.*

He was 16 when a classmate taught him guitar, and for the next two years, he strummed and sang. When it was time to get serious for the 'A' levels, he felt a song was due. And so in spite of the heat from his parents, he recorded *Until We Die*, a song that stopped many in their tracks. It hit the number one spot on the iTunes local charts a day after its release, and he never suspected it.

Think of Joel Tan, now 21, as the saving poet in an age of loud and garish pop music. The quiet notes of his songs resonate with more character than the cockiest moments of an Iggy Azalea "masterpiece". It makes sense

anyway, for he goes by the stage name 'Gentle Bones'. He's written at least a hundred songs and released six in all. "I like to write a lot and pick the good ones out. The irony is those I released were each written in an hour, and those I spent the longest on are stowed away in the laptop," he muses.

His songs have earned praise locally and from around the world, and many mistake him for Ed Sheeran, his inspiration. The world is littered with young artistes (read: Justin Bieber) luxuriating in fame, but Tan prefers going down a steadier route. "I don't really find myself successful," he says. "I'm just glad people are finally picking up local music. That's encouraging and it makes me want to achieve even more.

"At the end of the day, success in life is to be happy. Sometimes, ignorance is bliss."

That's just music to our ears.





## LOH JUN HONG

### VIOLINIST & ADVOCATOR FOR THE ARTS

Loh Jun Hong, 25, plays a mean fiddle, and you know how fiddles can be. You need just the right amount of rosin and tension, your intonation needs to be spot on, and most of all, you got to play from the heart. It is an exciting instrument, especially when you see a violinist's fingers dance over four strings in perfect symphony.

It's a pity the way people avoid classical music like the plague. The great pianist Alfred Brendel once wrote: "Does music have to be entirely serious?" It does not, and Loh hopes to be part of that shift away from this notion. After his time at Juilliard School, he decided to come home. "There's more to performance than just what and how you play. I wanted to return to help make the change," he explains.

It's the reason why More Than Music happened. A series launched with pianist Abigail Sin and other classical musicians, More Than Music hopes to overturn the stuffy notions that people have of classical music. Their concepts such as 'Live Jukebox', where the audience gets to pick their favourites from a lottery machine, is certainly helping the cause. "Art is about affecting people, and we're fortunate to earn a living by inspiring others," he continues. "Every minute I spend performing in front of 100 people is 100 minutes spent with me. I take it as a responsibility and I want them to walk away from the concert feeling a little less burdened, even if just for a while. Audience is what matters the most."

Fashion Assistance:  
**Felix Woei**  
Makeup+Grooming:  
**27a.co**



# BORN FAMOUS

THE NEXT STABLE OF STARS  
REALLY DID GET IT FROM THEIR  
MOMMAS (AND PAPAS)

WORDS **SEAN MOSSADEG** PHOTOS **CLICK PHOTOS**

The thought of being the son of a celebrity can be a hard pill to swallow. Watching the video of Brooklyn Beckham thanking all of his one million followers only to have his father pop up from behind and cheekily add, “I’ve got 52” is pretty much the idea of how we think it’d be – living in the shadow of someone famous for the rest of your life.

It takes a different sort of person to be able to capitalise on the fame without letting it get to their head, or losing it (yes, we’re still judging you, Miley).

The previous generation of celebrity children hit it big. Angelina Jolie is the daughter of Jon Voight, Ben Stiller, the son of Jerry Stiller, Liv Tyler, daughter of Steve Tyler, Michael Douglas, son of Kirk Douglas, and Charlie Sheen. Wait. Scratch that, but you get the idea.

The next generation of celebrity children have had to deal with the added stigma of social media though – how famous are they on Instagram, have they leaked nude photographs, etc. It’s a whole different ball game but this multi-talented Brat Pack – actors and actresses dabbling in music, art and modelling, sometimes all three – seem to have nailed it. At least for the time being.







## Scott Eastwood

### The Lumbersexual

If we could pay for the heritage that is the Eastwood jawline, we would. Luckily for Scott Eastwood, the son of actor/director and all-around badass Clint Eastwood, he got it on the house.

With stints in films like *Invictus* and *Fury*, Eastwood seems set up for the big screen. While his acting credits haven't quite matched up to his father's, the 29-year-old has been featured in Davidoff's Cool Water fragrance campaign and even starred in Taylor Swift's 'Wildest Dreams' music video.

Scoff all you want but in this day and age, an endorsement by Tay-Tay can easily land you several acting gigs. He's already been featured at the top of several Internet search lists that include "Hot Kids of Celebrities" (yes, we've done our research) and looks set to conquer Hollywood soon enough. We're hoping to see more of him in next year's *Suicide Squad*, though the character he plays has yet to be specified.





## Ansel Elgort

### The Hidden DJ

Only those familiar with former *Vogue* fashion photographer Arthur Elgort would find actor and part-time DJ Ansel Elgort's surname familiar. The other 95 per cent probably still don't recognise him in any degree thanks to the fact that his biggest roles were in *The Divergent* trilogy and *The Fault in Our Stars*, both teenager-skewed films. That's not saying the 21-year-old is just a pretty face.

His start in the business was by professional stage experience (always a good indication of an actor's talent) and he has landed roles in films such as the remake of *Carrie*. Elgort's next big role will be in *Van Cliburn*, a biography by Howard Reich depicting pianist Van Cliburn's rise to fame in 1958 when he won the first International Tchaikovsky Competition during the Cold War.

On the side, Elgort's already beginning to build a career in the electronic dance music scene as Ansolo, having signed on to Steve Angello's label. Elgort has admitted that the EDM scene is a hard one to break into. "I understand why people have trouble understanding it," he said, explaining that most of the work in the industry goes on behind the scenes with producers working countless hours writing and engineering records. Elgort went on to say that people don't see that work when DJs play in clubs because they are "just transitioning from song to song". There haven't been many DJs who've threaded the line between acting and EDM so Elgort may just have his own niche.





## Zoë Kravitz

Where Labels Don't Apply

Like many of the celebrity children in this feature, Zoë Kravitz has dabbled in a little of everything before the age of 26. She's modelled for Alexander Wang, released three albums with her band LOLAWOLF, collaborated on a jewellery line with Swarovski and still found time to be in (what should be) this year's best action flick, *Mad Max: Fury Road*.

Tattooed and adorned with a septum piercing, it's a little difficult to tie down what makes Kravitz tick, but what we're growing to admire is her inability to sit back and accept things. In recent interviews, Kravitz has shown that she has some bite, commenting that the film industry "rarely shows black women as anything but best friends of the white girl".

Her ambitions in the future seem set on comedy for now. Kravitz has spoken at length about the new segment of female-skewed comedy that she feels needs a push. She strongly believes it is time women started writing their own material, and directing and producing their own films.

## ROCKING OUT

Zoë Kravitz's sense of humour has us appreciating her even more than we thought was possible. When her father recently unveiled "Little Lenny" thanks to a wardrobe malfunction at a concert, Kravitz posted an image of her conversation with Steven Tyler's younger daughter Chelsea about it, hashtagging the picture as #rockoutwithyourcockout. She even tagged her dad in the image. Style points for making us laugh.

## Patrick Schwarzenegger

The Pizza Guy

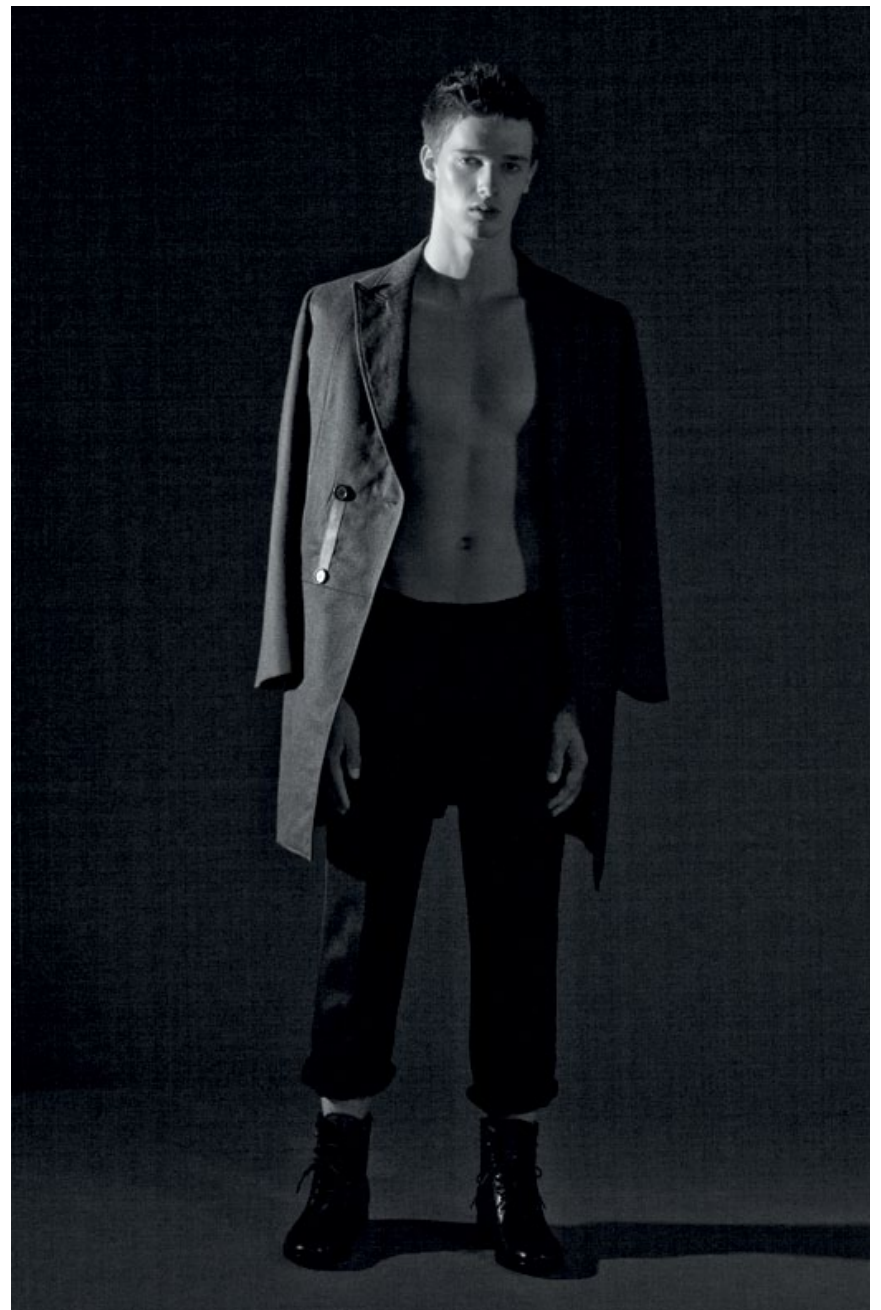
With such a recognisable last name, it's almost impossible for Patrick Schwarzenegger to be rid of the endless comparisons with his action star-turned-governor father. But he's doing his utmost best.

While most offspring of celebrities leverage on their parents' extensive social network, Schwarzenegger is attempting to make his own way in life. And he's succeeding. Sure, he's had small roles in a few films over the years and appeared in a couple of advertisements but Schwarzenegger has his heart set on something else – succeeding as an entrepreneur.

Last year, the 21-year-old college student opened a Blaze Pizza franchise in Los Angeles. What's even more impressive was that he raised the money himself without any help from his parents. "We went around and did a raise of capital. It's been my responsibility to oversee everything. I'm the owner, founder, pizza maker, pizza lover and everything else you want to throw in there," he said.

## BUDDING BUSINESSMAN

Schwarzenegger has been interested in business since young. When he was eight, his dad sent him to run the charity booth at a body building contest in Columbus, Ohio. "I'd sell a poster for \$50 and learn 'How much did that cost?' and 'What's the wholesale, what's the retail?'" Impressive when you consider that, at eight, all we were doing was playing Pokemon.







## Lily Collins

### The Princess of Pale

Lily Collins' filmography likes to state that her first role was in the BBC sitcom *Growing Pains* at the tender age of two. The cynic in us begs to differ. At age two, we doubt Collins was consciously considering the thespian route, so we'd like to rewrite that "she made a recurring guest appearance on..."

Fast forward to the present and it seems the daughter of 1980s pop megastar Phil Collins did head up the thespian route after all. Her most recent claim to fame has been her starring role in *The Mortal Instruments: City of Bones*. While that may have garnered her an impressive amount of publicity (as much as the critics hated it), the 26-year-old seems to have taken it in her stride.

She said, "When I was younger, I saw that this business came with pros and cons. You need to have the ability to show and share as much as you feel comfortable with, but at a certain point – such as with the paparazzi – your life can get infiltrated."

We're pretty confident this one's going to overshadow Daddy's fame soon enough.

### STANDING UP

With fame comes the power to change things. Collins' stance on anti-bullying earned her huge points after she partnered with anti-bullying organisation Bystander Revolution this year, appearing in a series of videos and assisting with outreach efforts. "Through open communication, inclusion and kindness, we all have the ability to change the culture and stop bullying from being the norm," Collins said.

## Steven R McQueen

### Biggest Boots to Fill

Seeing *Piranha 3D* in the grandson of Steve McQueen's filmography had us shaking our heads. With a grandfather like the late McQueen, this 27-year-old has a long way ahead of him.

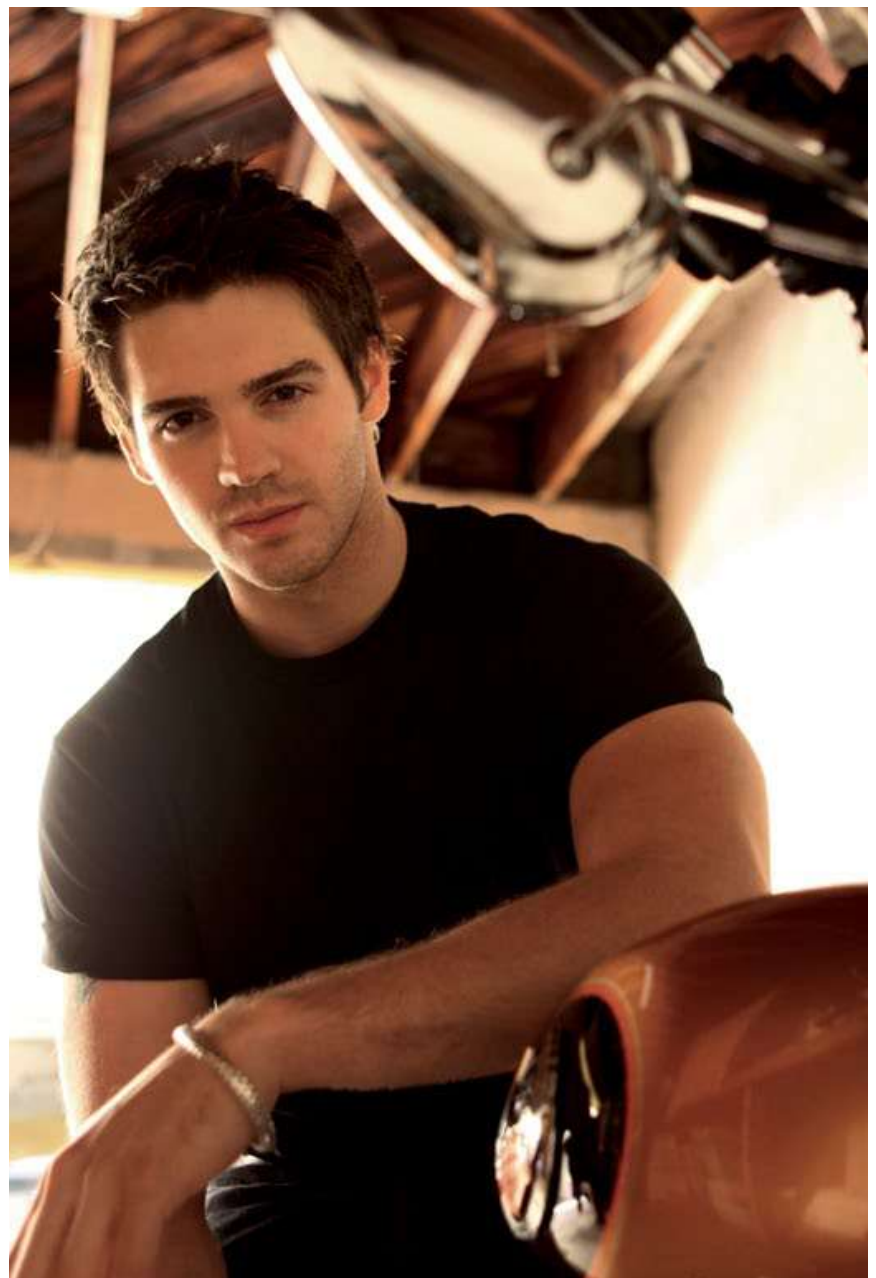
To be fair, the fans of the younger McQueen would probably not be aware of his ancestry. His biggest claim to fame has been the teen drama series *The Vampire Diaries* so the jury is still out on whether his acting shoes will fit.

What has appealed to us, however, is his unwavering dedication in trying to get the role of Batman's Nightwing anywhere he can find it. McQueen has gone on to social media several times, posting images of Nightwing-related paraphernalia and urging producers and casting directors to consider him, should the role be available. If there's one thing we can approve of, it's a man who knows what he wants and won't back down.


If we're going to see Batman's protege on screen, it might as well go to the man who really wants it, no?

### FIREFIGHTING

McQueen's acting credentials (as we've mentioned) are sorely lacking right now but the last time we checked, women aren't paying attention to what he's saying in shows. His most recent acting stint has him playing a firefighter in *Chicago Fire*, a role "perfect for him" according to netizens, thanks to his sculpted body. And to think men are the ones being accused of objectifying women on a daily basis.







## Max Irons

### The One With No Social Media Accounts

When both your parents are listed as successful actors, the pressure to succeed in the industry should normally put people off. For Max Irons, however, it only seems to drive him harder. The son of British actor Jeremy Irons and Irish actress Sinéad Cusack, the 29-year-old stands out for refusing to be on social media platforms.

Not content with being just another pretty face (having modelled for both Burberry and Mango), Irons started out in films with small roles here and there before getting the lead role in 2014's *The Riot Club*. While the film wasn't any blockbuster hit or part of a large franchise, Irons has gone on record to say that he has long-term goals on his mind, citing actors like the late Philip Seymour Hoffman and Robert De Niro as idols.

"Philip Seymour Hoffman was always a genius, but no one paid attention in the beginning," Irons said. "He laid a foundation of work that went up and up until he could get a movie made. De Niro won't even have his first two films on his résumé, because he's ashamed of them. I understand that kind of trajectory takes time. And learning."



MARIA SHARAPOVA

# BREAK POINT

MARIA SHARAPOVA HAS BEEN  
PLAYING TENNIS FOR 14 YEARS BUT  
SHE'S STILL AS HUNGRY AS EVER

WORDS NICK MCGRATH / THE DAILY TELEGRAPH / THE INTERVIEW PEOPLE  
PHOTOS BRIAN BOWEN SMITH / AUGUST / CLICK PHOTOS







I ENJOY EXPERIENCING  
DIFFERENT CULTURAL  
MANNERISMS AND  
TRADITIONS





**M**aria Sharapova has been a professional tennis player for such a long time (14 years, to be exact) that you would be forgiven if you thought that she's contemplating retirement from the sport. She's not. After all, she's only 28 and at the pinnacle of her career. She's won numerous Grand Slam titles, been the face of several fashion houses and hailed as "one of the best the sport has ever seen" by tennis legend John McEnroe. It's not a stretch to say that Sharapova is truly an exceptional woman, on and off the court.

#### How often do you travel?

I travel every month, and spend a lot of time on planes, between countries, for my tournament schedule. In the last few months, I've been to Paris, Rome and Stuttgart for the Porsche Grand Prix, as well as Florida. I was just in England for Wimbledon too. This is a typical summer tennis tour for me.

#### What do you need for a perfect holiday?

I love to vacation where there is a beach to clear my head. My favourite beach in the world is in Long Key at Florida, near my home. It's just a few minutes' walk from my house and to this day it is the quietest, most serene place in the world, where I can release all of my energy. Privacy is also essential to me on a holiday, as are a good glass of sangria and great company.

#### How do you most like to spend your time on holiday?

I'm most excited to experience different cultures – local customs, cuisine, and more. If I am in a big city, I try to see and do everything as much as I possibly can. I usually gather recommendations from friends and magazines, which I keep note of in my journal, and when I arrive in a city, I try to visit some of those places.

#### Are you able to switch off during your travels?

I usually use my time on a plane to catch up on different projects I'm doing – to brainstorm and gain inspiration for future business goals. Even on vacation, I try to stay disciplined and don't take more than a day off at a time from training. Whenever I'm travelling, it's important for me to be in beautiful surroundings so that I can run along a beach or take advantage of a picturesque setting while training.

#### Which country has given you the biggest culture shock?

I have been travelling extensively for my career from a very young age, so I can't say that any place has completely shocked me. I enjoy experiencing different cultural mannerisms and traditions, and for me, these were most evident in China.

The cuisine in China can also be quite unusual but I'm actually a big foodie so I don't mind trying local dishes. I don't go overboard or crazy but I enjoy exploring local flavours and finding someone I know who can take me to the best local spots. I've heard that you can eat deep fried cat or dog there, but the furthest I got was duck.

Languages in different countries can also be a bit of a culture shock. In some countries, you hear people speak and you might think they're angry at one another, but actually they're having a very congenial chat. Or they could even be having a romantic conversation... you just don't know.

#### You've been all over the world. Which is the most beautiful place you've competed in?

Being in Paris over three weeks for the French Open is always special. Even though I don't get to explore the city because I'm training and competing, each time I'm there, I try to go to a different part of it and find a new restaurant or boutique I have never been to before. Every country I play tennis in is very unique in its own way, but I always feel like I'm in unknown territory whenever I'm in Japan. It takes me out of my comfort zone, as if I am on some adventure and I discover a new place every time I visit.

#### What about the most memorable destination for playing tennis in?

During the most recent Winter Olympic Games in Sochi, I was asked to carry the torch. While I was there, I was able to revisit (and reopen) the tennis courts, where I first learned to play tennis as a young girl. Sochi is a beautiful place and it meant so much to me to have shared my home country with the world during the Games.

#### Most romantic place you've been?

The Amanwana resort in Indonesia. I took a seaplane to this small island and stayed in these luxury tents with monkeys and deer greeting us every morning. Going for swims at sunset in the ocean was magical.

#### Your most memorable road trip?

I recently took a road trip along the Californian coast with a friend. We took my 911 Carrera through Malibu and past Santa Barbara, stopping along the way to take in the beautiful cliff views and fabulous sunshine. It was only a three-day trip but we made the most out of it.

#### Favourite hotels?

The Peninsula in Tokyo for the service and breakfast. Amangiri in Utah for the boat trips along Lake Powell and Il San Pietro di Positano in Italy for the views.

#### Worst travelling experience?

I've not had any terrible travelling experiences and I try to find the positives in every place I visit. But earlier in my career during my junior tours, I have stayed in some interesting hotels, a few of which may have been former jails. They weren't very pleasant.

#### What's your favourite airline?

The first class section on international flights on Singapore Airlines is very luxurious.

#### Best piece of travel advice?

Less is more when you pack for a trip. You can manage to find most essentials wherever you are in the world, so don't stress if you forget to bring a few things. The pressure of ensuring you have everything before you've even begun your trip can be overwhelming.

#### What do you hate about holidays?

The traffic and lack of parking spaces. My patience levels are not very high, so that always makes it difficult.

#### What has travelling taught you?

That there is no better way to earn a truly global perspective than by travelling, and playing tennis has given me that because it's a sport that's covered worldwide, with fans from so many different cultures. Travelling shaped the way I look at the world and it made me understand that there is so much to experience and accomplish.

#### Where next?

Later this year in the autumn, my career will take me to several different countries in Asia, including China as well as Singapore for the BNP Paribas WTA Finals. I'm looking forward to that. 🇦🇺



## INSPIRATION



PHOTO SIMON SIM STYLING CHIA WEI CHOONG

The best things in life are the simple ones – a great cuppa, an insightful read, a refined watch. There is no need for a dozen iterations in 84 colours, just one quality piece that boasts great performance. And you never know – an investment on style may pay off handsomely in other ways as well.

*Breguet Classique Grande Complication Minute Repeater in 18k rose gold case and alligator strap, \$342,600*





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186

FLARIS LAR 1

Metal Master  
is redefining  
the concept of  
private flight  
with this low-cost,  
efficient and  
portable aircraft

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THE MARQUES OF QUALITY

# CALIBRE

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RICHARD MILLE / CARTIER / THE FUTURE OF TECH / INVESTING 101



ABOVE AND BEYOND  
The finishing process – grinding, glazing and polishing – on the case of the RM 69 requires a full day



JUST IN CASE  
The torque limiting crown is an additional security system that prevents you from accidentally overwinding the timepiece and causing damage to the stem or put extreme pressure on the mainspring barrel.

# Risqué Business

With the RM 69 Erotic Tourbillon,  
Richard Mille expresses sensuality in words

WORDS SEAN MOSSADEG



*EROTIC TIMEPIECES* have long been a novelty used by brands to entertain and amuse watch enthusiasts. Every year, thousands of marketing managers stumble over words when they try to present these timepieces without sounding crude – not an easy task when you have watches showing drawn ladies with skirts around their waists in the middle of “afternoon delight” (we kid you not).

So-called pocket porn timepieces first had their moment centuries ago when men would commission paintings of their wives or lovers on the inside of the pocket watches, possibly “for use” when they were away from home. During the rise of libertinism, watchmakers crafted these pieces to make a statement, sort of a giant middle finger to the prudes in that era. These days, erotic timepieces are a niche market in the watch world, worn to stand out from the crowd.

The go-to mechanism in erotic watches is usually an automaton but Richard Mille presented something different for this year’s Watches & Wonders exhibition. The new RM 69 Erotic Tourbillon (yes, 69) teases the viewer using phrases instead of imagery. At a push of the button at 10 o’clock, the newly designed Oracle complication allows random statements to be displayed thanks to a rotation of three rollers. Richard Mille worked with AP Renaud & Papi to design this complex mechanism, which was inspired by Tibetan prayer wheels (as far as the product can be from the source material). The statements range from almost E. L. James’ worthy lines like “I long to explore your lips” to more tame fare such as “Let me kiss you tonight”.

It may seem almost absurd that Richard Mille should be releasing this for Watches & Wonders given the supposed “traditional” values of Asia but an auction held by Antiquorum Auctioneers in 2011 proves otherwise. An “erotica artifact collector” auctioned off more than 26 erotic watches, all of them going under the block for more than a million dollars in total. Antiquorum Auctioneers revealed that “about 90 per cent was sold over the phone or the Internet to Chinese collectors”.


We can’t quite imagine how it would work outside the amorous context though. Wouldn’t it be embarrassing if a potential business partner insists on looking at the new Richard Mille you have on your wrist, only to be greeted with a statement of your longing. Then again, who knows? It just might help you seal the deal.

We do admit that the technology employed in the RM 69 Erotic Tourbillon does stir feelings of desire in anyone who appreciates its workings. The movement inside the piece features a unique Richard Mille architecture known as Duoplan, which was developed once again in collaboration with engineers from AP Renaud & Papi. This distinct construction sees “the tourbillon and barrel superimposed on the same axis rather than being assembled face-to-face”. Laying the movement out this way provides greater shock resistance and ensures that the parts of the calibre are more compact. More importantly for the RM 69 Erotic Tourbillon, this opens up the possibility of integrating larger complications like the Oracle into the watch.

Besides the Oracle, Richard Mille has also developed a secondary mechanism that allows the hour and minute hands to break free from the gear train.

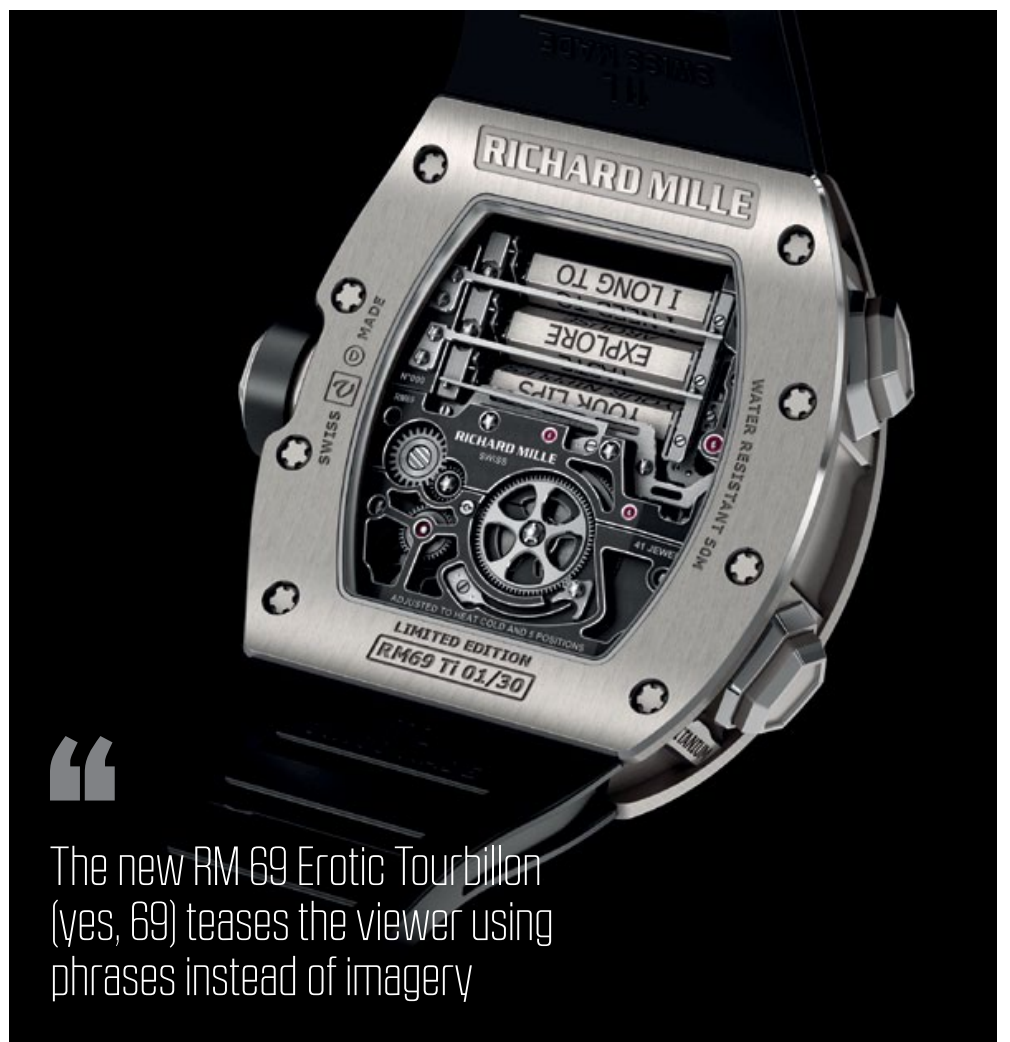
Activating this mechanism at eight o’clock makes the hands disappear, visually liberating the rollers and leaving the user to decide what he shall “sext” to his wife or sneakily reveal under the table during dessert. Once released, the hands automatically return to their rightful position in time. A time-suspending mechanism like this is the mark of haute horlogerie, so seeing it integrated into other watches by Richard Mille will be an interesting feature to look out for in the near future.

The RM 69 Erotic Tourbillon also features a manual winding movement, with (unsurprisingly) 69 hours of power reserve and an indicator at four o’clock. The barrel supplying the power clocks in at six hours per revolution instead of 7.5 hours, diminishing the periodic internal mainspring adhesion and providing a better regularity ratio for the power reserve and performance. In short, it keeps up a better rate of accuracy throughout the power reserve of the timepiece.

The timepiece is limited to just 30 editions worldwide, but the brand has yet to reveal the full list of keywords that will be in the rollers. From what we can see, the list includes: “let me; I long to; I need to; explore; taste; kiss; arouse; you tonight; your lips; your nipples”. While the price for the new RM 69 Erotic Tourbillon hasn’t been announced yet, an estimate of around the million dollar mark wouldn’t be too far off for a novelty piece chock full of technical progressions. Like the brand’s RM 19-02 Tourbillon Fleur released earlier this year, Richard Mille enjoys unveiling technical marvels with interesting stories. We look forward to more. 

I AM  
TITANIUM

Richard Mille’s preference for grade 5 titanium is well-founded. Biocompatible, extremely corrosion-resistant and remarkably rigid, the material allows the gear train to function flawlessly.



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The new RM 69 Erotic Tourbillon (yes, 69) teases the viewer using phrases instead of imagery



# When Old Means Gold

Chopard's partnership with the Mille Miglia race speaks volumes about the brand

WORDS SEAN MOSSADEG

*THE GLITZ AND GLAMOUR* of the racing world have been the calling card of a number of brands in the watch industry. There is an obvious correlation between the two worlds – both require speed, technology and energy – that helps to build synergistic partnerships. After all, racing is as much about beating the clock as it is about trouncing your rivals, so you can understand the position that timing occupies. When it comes to the Mille Miglia race, however, time neither dictates nor takes a back seat. Rather it settles comfortably into the driver's seat and relaxes a little.

The original Mille Miglia was an Italian open road endurance race that ran 24 times between 1927 and 1957. Like the Targa Florio (another race of that era) and the later Carrera

Panamericana, the Mille Miglia catapulted car brands such as Alfa Romeo, Ferrari, Maserati and Porsche into the limelight.

In 1957, the race was banned after a number of fatal accidents. Twenty years later, the Mille Miglia was revived, albeit with a few tweaks. The new Mille Miglia has become more of a road rally event as well as a showcase for classic cars. Participation is exclusive to automobiles produced no later than 1957 and that had attended or registered for the original race. The 'thousand-mile' route that the drivers navigate is similar to the former Mille Miglia, maintaining the point of departure and arrival in Viale Venezia in Brescia, Italy.

With a race that transcends time as such, the choice of timekeeping becomes an interesting

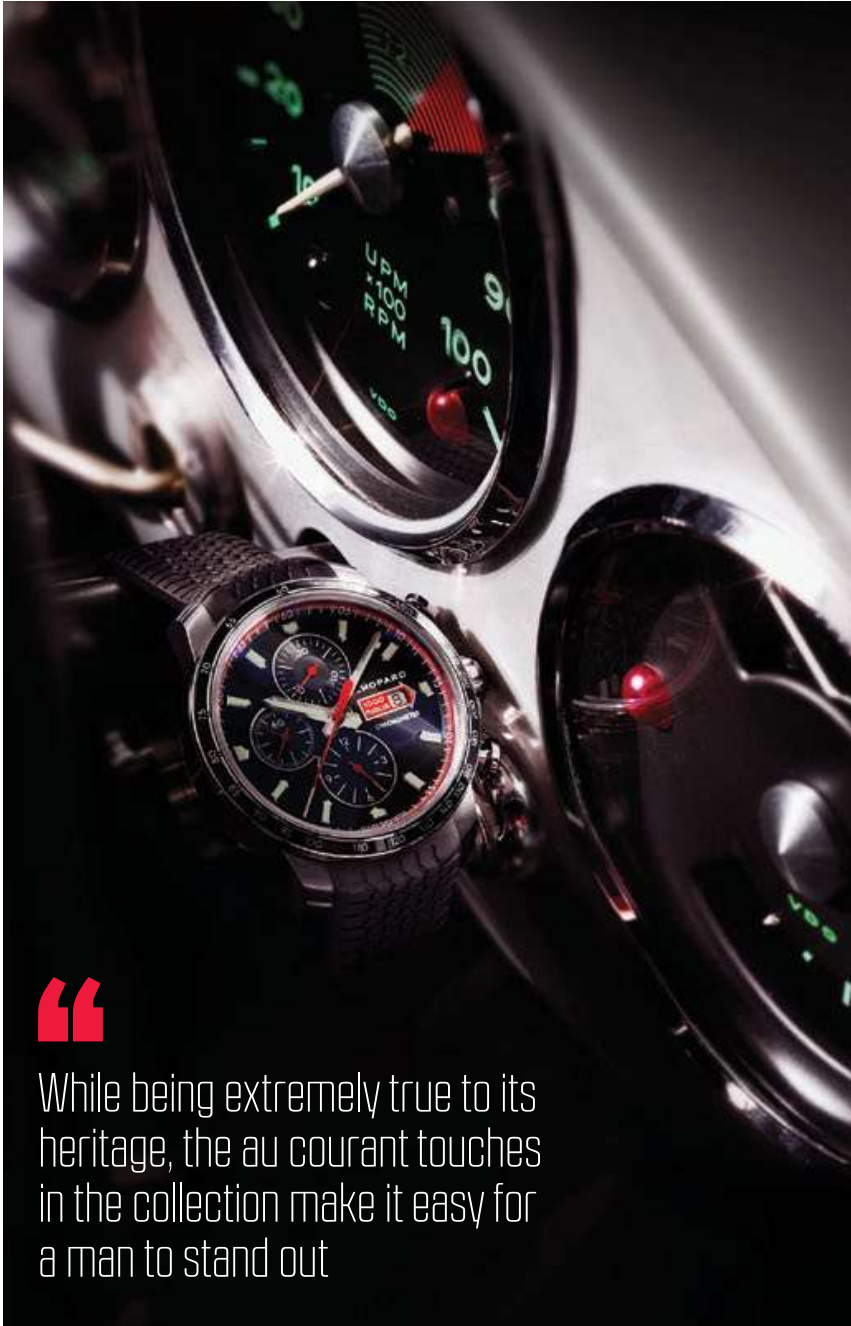
point to plot. Swiss watchmaker Chopard took up sponsorship and timekeeping of the Mille Miglia race in 1988 and has since created a collection of luxury sports watches that have become the brand's sporting emblem.

The Chopard Mille Miglia collection has always been inspired by the cars eligible for the race. This year, Chopard took this inspiration to another level with a more updated modern range, called the Mille Miglia GTS, short for Grand Turismo Sport.

While the range may be more contemporary, Chopard's insistence on keeping certain traditions in line with the event is apparent, with the collection maintaining the emblematic red, white and black colours that the Mille Miglia has come to be recognised for.



## BRAND STORY



While being extremely true to its heritage, the au courant touches in the collection make it easy for a man to stand out



The new Mille Miglia GTS collection will see a family of functions served to fans with several offerings such as the Chopard Mille Miglia GTS Automatic (a three-hand timepiece), the GTS Power Control (one with a power reserve indicator) and the GTS Chronograph.

It will also be the first time that Chopard's Mille Miglia range will feature the new fully developed in-house Chopard movements from the Fleurier Ebauches workshops. These calibres are highlighted in the Power Control and Automatic models and both boast a 60-hour power reserve and certification from Contrôle Officiel Suisse des Chronomètres (COSC). Chopard's move to fully integrate its movements has been a gradual process, but one can expect the brand to increasingly phase out third-party movement vendors from its future collections.

For us, the Mille Miglia GTS collection represents the best of two worlds. While being extremely true to its heritage, the au courant touches in the collection make it easy for a man to stand out.

For example, the watches in the collection come with the choice of rubber straps reminiscent of '60s Dunlop tires. It's an option that bestows a rugged look on the wrist while still remaining true to the racing theme. Other accents we applaud are the other fine details such as the Mille Miglia logo at the date window on the dial, where the racecar's number would usually appear.

If standing out is your aim, the annual Race Edition is your best bet. The Chopard Mille Miglia 2015 Race Edition features a striking fully red dial. While the colour has been a staple for the collection since it began (present in small features like tachymeter scales, chronograph hands and the like), none of the watches have been as daring as this year's race edition in flaunting the colour.

Chopard's ability to straddle the line between vintage cool and modern aesthetic in the GTS collection is a testament to the timelessness of the brand and the race – where else in the world are you going to find watches and cars in such anachronistic elegance? **A**





BRAND STORY



# Master Class

Cartier's new timepiece sets a new precedent for the brand

WORDS SEAN MOSSADEG



*HOW DOES ONE BEGIN* to describe grand complication timepieces? Crafted by master watchmakers, they represent the highest of haute horlogerie knowledge, taking ages to perfect. The traditional requirement of a grand complication timepiece recommended at least three complications, one each from the different categories of timing, astronomical and striking complications. Today, that rule is loosely adhered to.

For Cartier, a grand complication watch represents more than just a timepiece. It is a statement that the brand's watchmaking expertise has progressed by an astronomical amount, a testament that it has successfully dispelled the old misconception that it was merely "jewellers who sold watches".

While those in the watch community know that Cartier's watchmaking has been nothing but impressive for a long time, the brand's *Ronde de Cartier Grande Complication Skeleton* watch is in a league of its own.

Combining a perpetual calendar, a minute repeater and a flying tourbillon in a watch, the *Grande Complication Skeleton* is a rare feat. Add on the bonus of a movement that is just 5.49mm thick and you get a timepiece that is greater than the sum of its parts.

When it comes to Cartier's grand piece, the numbers speak for themselves. Five years of development, 578 components, 15 weeks of production at Cartier's Manufacture, 10 weeks of decorating and finishing, and five weeks of assembly went into the *Grande Complication Skeleton* watch.

Symmetry is the name of the game in the *Grande Complication Skeleton* with the flying tourbillon placed high at 12 o'clock and the minute repeater hammers at six. While some may argue that the skeletonised movement doesn't do much for the clutter of the piece, it does lend an air of extravagance to the watch. After all, if you've got three complications to observe (read: obsess over), what better way to do it than through a skeletonised movement?

In essence, the *Grande Complication Skeleton* is precisely the sort of watch that you cannot help looking at.



With the date indicators spaced out perfectly across the dial and the ability to watch as the hammers sound off the timing, it's hard not to regularly admire it when it sits on your wrist.

Since everything is skeletonised to such an extent, Cartier went the extra mile with the finishing on the *Grande Complication Skeleton*, obtaining the *Poinçon de Genève*. As you may know, the Geneva Seal is a stamp of approval that can only be obtained through a rigorous quality check on the finishing of a movement. This means the chamfering on the bridges, the drawing on the flanks, the setting of the jewels and the polishing on the countersinks have to be of the highest degree. In these aspects, Cartier has achieved the sublime.

Other detailing on the *Grande Complication Skeleton* we applaud Cartier for includes the automatic rotor used in the calibre 9406 MC. Cartier has opted for a tiny micro-rotor (seen above at the two o'clock position) made in platinum to generate enough substantial power for all the complications.

We're also in agreement with the brand's decision to use a push button over the usual slide mechanism for the minute repeater function. With a push button, there is less possibility of the striking mechanism being released accidentally.

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*Since everything is skeletonised to such an extent, Cartier went the extra mile with the finishing... obtaining the Poinçon de Genève*

While some enthusiasts may compare the new Cartier *Grande Complication Skeleton* calibre 9406 MC to the calibre 9436 MC – released a few years ago and featured a single push piece chronograph instead of the minute repeater – we think this year's timepiece wins hands down. After all, there can be no arguing with the immense amount of work that goes into a chiming mechanism.

We can't help but think Carole Forestier-Kasapi, director of movement creation at Cartier, took the unrestrained path in creating the *Grande Complication Skeleton* this year. Under her supervision, Cartier has yet to disappoint, releasing the widest range of timepieces annually at the SIHH fair in Geneva. This year, not only did it produce the new and elegant *Clé de Cartier*, the brand also hit the pinnacle of watchmaking with a *grandes complication* watch – just another year at Cartier's timepiece division. **A**



## A SNAKE STRAP

The Franck Muller Vanguard Gold Cobra comes with a strap that's rubber at the bottom and cobra leather at the top – the best of both worlds. Think comfort and an unmissable scaly sense of style.



# The Coiled Reptile

Franck Muller ventures into the reptilian world again with the scaly skin of its new Vanguard Cobra

WORDS SEAN MOSSADEG

AS A WATCHMAKER, Franck Muller played an integral role in the transition of timepieces as utilitarian accessories to high-end luxury goods. With the design belief that its timepieces should never look traditional, Franck Muller has never shied away from the grandiose.

Watches like its Gigatourbillon, the largest

tourbillon on a timepiece to date, comes to mind. So when Muller used crocodiles as an inspiration and created the Croco line a few years back, the brand accurately predicted that collectors and enthusiasts would figuratively kill for a piece. The collection featured timepieces with cases and dials that had been machined to create the appearance of scales in relief, identical to the crocodile leather straps extensively used by the brand.

The success of this collection naturally heralded the brand's new reptilian-inspired collection – the Cobra line – this year.

Building on Franck Muller's Vanguard range, the case of the Gold Cobra features extremely lifelike scales milled from a mass of material. These cobra scales heavily emphasise the sporty ethos of the Vanguard line yet with a distinctive style.

With Franck Muller's classic Curvex case, the watch's face pops more into view and is far from subtle, a useful form factor for the man who enjoys drawing eyes to his wrist. The new collection is complemented by a genuine cobra

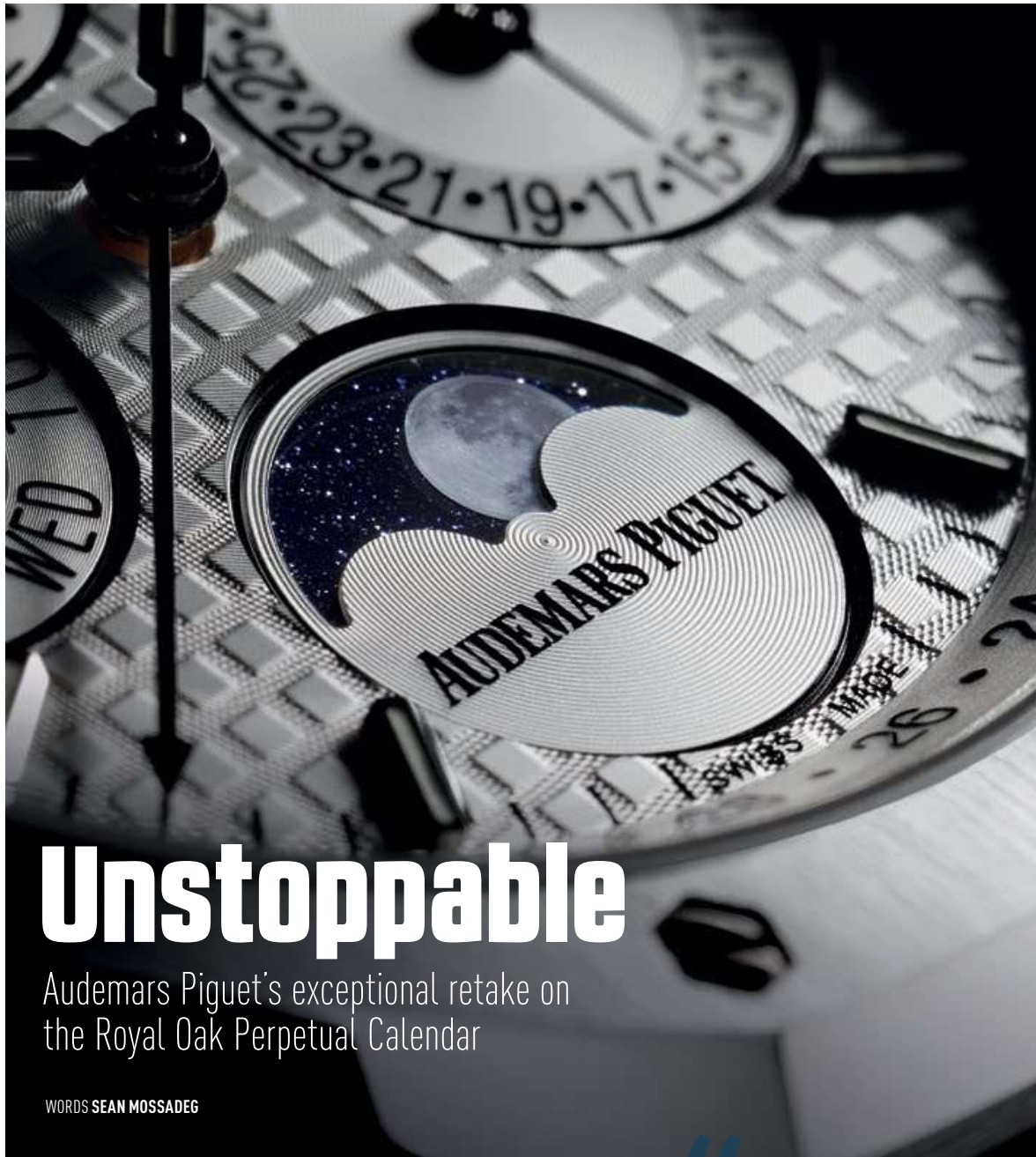
leather and rubber strap with a deployment buckle. Like the Croco collection, the Cobra line seamlessly blends the reptilian scales across the case and the strap.

The Gold Cobra, the first of this collection, will be powered by the FM0800 automatic movement with a power reserve of 42 hours and housed in an 18k gold case with black PVD-treated stainless steel adornment, giving the scales a striking 3D effect.

Our only grievance with the piece lies in its name. Googling "gold cobra" immediately lists several links to noughties "nu-metal" band Limp Bizkit and the poor follow-up album it produced years after they had faded from the public eye. However, going by Franck Muller's intuition thus far, collectors are likely going to forgive the brand for this digital misstep.

Like the Croco collection, we're hoping to see several variants of the Cobra in the future. How about a double tourbillon that could resemble snake eyes? We're willing to share credit on this idea, Franck Muller. The ball is in your court. 🎱





# Unstoppable

Audemars Piguet's exceptional retake on the Royal Oak Perpetual Calendar

WORDS SEAN MOSSADEG



*PERPETUAL CALENDARS* present a unique problem for watch aficionados. As much as we love to know that our mechanical timepieces are functioning properly and working fine, there is a certain thrill in knowing that we could have to adjust it someday. Unfortunately, the average person won't live long enough to see that day, unless science manages to discover an elixir for immortality.

Audemars Piguet's expertise in perpetual calendars is conspicuous in its DNA. In the mid-20th century, Audemars Piguet was one of the first brands to produce a perpetual calendar with a leap year indicator. Several decades on, the brand hasn't just kept up the production of perpetual calendars, but also improved on them.

The reason for a perpetual calendar's rock star status among watch complications stems from the fact that it's very much like a computer. In this micro-mechanical device, a vast and complex system of gears and parts has been engineered to automatically adjust not only for the varying number of days in each month (be it 28, 29, 30 or 31 days), but even the leap year that occurs every four years.


This year, Audemars Piguet presents this complication in its Royal Oak range once again. The latest iteration of the Royal Oak Perpetual Calendar follows the 2012 release, albeit with an upgraded larger movement in a bigger case.

The reason for a perpetual calendar's rock star status among watch complications stems from the fact that it's very much like a computer

Produced in four variants, it boasts a more informative display while maintaining an uncluttered look.

Increasing the original size of the Royal Oak Perpetual Calendar from 39mm to 41mm has allowed the brand to employ the Grande Tapisserie dial design, which increases the overall aesthetics and gives balance and legibility to the numerous subdials – day, date, detailed astronomical moon, month and leap year – of the perpetual calendar.

Two millimetres may not seem like a great deal to people outside of the watch world but they are enough to allow Audemars Piguet to feature a chapter ring with the 52 weeks in a year around the dial, a nice touch for the business folks who usually deal in terms of weeks.

The Royal Oak Perpetual Calendar will see two versions in stainless steel and another two in rose gold with either a navy blue or silvered dial. For the men who have been holding out for a larger sized perpetual calendar watch, Audemars Piguet has just laid its cards on the table. Your call. 

MIDNIGHT  
BLUE

The moonphase indicator on the new Royal Oak Perpetual Calendar looks stunning, thanks to the laser microstructured moon laid over an aventurine background.



# A Change of the Times

News from the world of horology

COMPILED BY SEAN MOSSADEG

## Antonio Calce on his new role at Girard-Perregaux

**What has been the biggest change for you since joining the Sowind Group and taking over Girard-Perregaux?**

I think the amount of know-how that goes into the brand hasn't been as well-established as I would have liked. GP has been a manufacture for so many years but I feel like it has been sleeping over the past few years.

**What are your goals for Girard-Perregaux?**

Girard-Perregaux is a leader in haute horlogerie and our positioning has always been clear. We're a brand with much tradition, so my job isn't to develop an Antonio Calce-product or Antonio Calce-strategy. My goal is to capitalise on this rich heritage and push the brand forward in the directions of tradition and innovation.

**You spoke about the \$7,000 to \$10,000 range earlier and said that Girard-Perregaux needs to be included in this range. Why do you feel this way?**

After the crisis in 2008/2009, we noticed that the segment between \$5,000 and \$10,000 gained a lot more production and sales. That's a fact. We need to create a rotation and push for brand awareness. The best way to push for rotation is sales and you don't create that by producing a high-end watch. We will be in this segment soon without compromising on brand quality or even our movements.

**One of your accomplishments in Corum was to create the Ti-Bridge, which allowed younger watch aficionados to get into the Corum Golden Bridge collection. Will we be seeing something similar for Girard-Perregaux and the Three Bridge range?**

Yes, in the same vein, we are looking to add more into the Three Bridge collection so that the price range is expanded. We are looking at different materials for the cases while still retaining that traditional unique look that the collection has come to be known for. You see, my pride has always been to take what a brand is known for and make sure that I can capitalise on it.





SAXON HOUSE

## A NEW PLAYGROUND

When it comes to German watchmaking, no name is more prominent than A. Lange & Söhne. In August, the brand celebrated the inauguration of its new manufacture. German Chancellor Angela Merkel and Saxony's Minister-President Stanislaw Tillich officiated the ceremony, following which Merkel acknowledged the brand's achievements: "The new beginning was not easy, but you and your companions succeeded in securing the manufactory's top-tier position among the world's finest watch brands once again. Eastern Germany's good reputation as an innovative, flexible and modern location is based on success stories like yours."



McWATCHMAKER

## PATRICK DEMPSEY TAKES ON TAG

In between his packed racing schedule, actor Patrick Dempsey popped by the TAG Heuer watch manufacture. A friend of the brand, Dempsey met with Jack Heuer, the great grandson of founder Edouard Heuer, as well as CEO and president of LVMH's watch division Jean-Claude Biver, to learn more about the inner workings of watchmaking.

While he may be best known for his work on *Grey's Anatomy*, Dempsey's current passion lies in automobile racing. The Dempsey Racing team, supported by TAG Heuer, recently finished second in the GTE Am category at this year's edition of the 24 Hours of Le Mans race, completing 331 laps at an average speed of 205kph.

## IWC AND THE LOVE FOR FILM

IWC Schaffhausen's long partnership with the filmmaking world sees the Swiss watchmaker take on the role of official festival-time partner of the Singapore International Film Festival 2015. The brand will be supporting the 26th edition of the festival that runs from 26 November to 6 December. Matthieu Dupont, the managing director of IWC Southeast Asia, expressed his pleasure at the partnership, saying IWC is happy to support "such an important event that recognises and honours the passion and endeavours of filmmakers across SEA".

EQUESTRIAN WORLD

## RACING TIME

Longines' standing as the eminent brand in the world of equestrian sports continues this year with the Longines Singapore Gold Cup in November. Regarded as one of the most prestigious and iconic flat horse races in Asia, the race is returning for its sixth run at the Singapore Turf Club.

An iconic event in Singapore's racing calendar since our colonial days, the Longines Singapore Gold Cup has a history that dates back to 1924. This third leg in the Singapore Triple Crown series will see jockeys race for a total purse of \$1.35 million.



The Arachnophobia is available in either black or 18k yellow gold-plated editions.

ALL CLOCKED UP

## HERE BE SPIDERS

Does Maximilian Büsser sleep at all? His latest creation, the Arachnophobia, in collaboration with high-end clock manufacture L'Épée 1839, comes just months after his robot-themed and music box-themed clocks. The Arachnophobia is outfitted with a black dome for a body and white numerals depicting the hours and minutes. The tall gangly legs can be rotated to either stand on a desk or grip a wall.



# THE ASIAN CONNECTION

Our favourite timepieces from Watches & Wonders 2015

WORDS SEAN MOSSADEG



## A. LANGE & SÖHNE

The 200th birthday of A. Lange & Söhne founder, Ferdinand Adolph Lange, sees the brand producing a special timepiece to commemorate the occasion.

The 1815 Chronograph is a dress chronograph featuring a crisp contrast of blue and white. Housed in a white gold case, the blue numerals and pulsometer scale stand out handsomely. The rhodiumed gold hour and minute hands also work perfectly with the blued steel hands on the dial. While the 1815 Chronograph can be considered the brand's simplest timepiece, it certainly is the most classy and stylish one to date.



## JAEGER-LECOULTRE

This year, Jaeger-LeCoultre blends the artistic craftsmanship and style of its Hybris Artistica collection with its forte of ultra-thin movements.

The Master Ultra Thin Squelette collection capitalises on several of Jaeger-LeCoultre's strengths. Above, the brand presents its expertise in an openworked skeleton watch with an enamelled dial. Other timepieces in the collection see similar openworked compositions with engraved mother-of-pearl dials. With the Jaeger-LeCoultre Calibre 849ASQ that's just 1.85mm thick powering the pieces, the collection highlights the brand's ability to combine art and innovation.



## VACHERON CONSTANTIN

Vacheron Constantin celebrates 260 years of heritage and a reputation as the oldest

uninterrupted brand. It's a good reason for the manufacture to design a new chronograph inspired by an iconic wristwatch it developed in 1955. The Cornes de Vache 1955 takes its name from the distinct "cow-horn" lugs it employs, a stylish and unique aesthetic. Powered by the hand-wound Calibre 1142 and housed in a platinum case, the timepiece is a modern interpretation of the first water-resistant and anti-magnetic chronograph presented by the brand 60 years ago.



## NOVELTIES



### MONTBLANC

After releasing an affordable perpetual calendar timepiece last year, the brand has come up with a skeletonised version. The Montblanc Heritage Spirit Perpetual Calendar Sapphire allows the curious watch enthusiast to take a peek into the intricate workings of a perpetual calendar movement. By employing a transparent dial of smoky sapphire crystal, Montblanc has contemporised the classic timepiece. In order to make the moonphase legible, the lower section of the moonphase subdial is subtly adorned with a circular guilloché pattern.



### ROGER DUBUIS

The Excalibur Star of Infinity by Roger Dubuis isn't just bling but a fine marriage of mechanical watchmaking with jewellery crafting. Limited to just 28 pieces, the watch boasts the RD01SQ calibre, Roger Dubuis' skeleton double flying tourbillon movement. With two differentials at 4.30 and 7.30, the watch's ability to average out errors tremendously improves precision. Holding this movement in place is the extremely shiny case of the watch, which features 312 baguette-cut diamonds – 34 baguette-cut diamonds in the star shape, 246 on the case and the last 32 diamonds on the buckle.



### PIAGET

Ahead of the media release of its new haute horlogerie collection Secret and Lights, Piaget has unveiled the first timepiece from the range – the Emperor Coussin XL Lune Astronomique. Piaget revisits the history of the Silk Road by setting it as the theme of its new collection. On the timepiece above, the brand showcases a hand-engraved pink gold map adorned with champlévé enamel and miniature enamel painting, capturing the iconic route that connected two disparate worlds. The impressive moonphase display on the watch measures 12mm.



### FANTASY WORLDS COLLIDE

Roger Dubuis' booth at Watches & Wonders 2015 ostensibly took inspiration from skeleton-work. It applied the concept over what looked like an Arthurian forest to pay homage to its Excalibur line. The brand also went the extra mile, allowing visitors to enjoy the sensorial 3D Astral Skeleton Experience by providing Oculus glasses.





# DARK SIDE

A fascination for moonphases

PHOTOGRAPHY SIMON SIM STYLING JERALD ANG

**Patek Philippe**  
5270G Perpetual  
Calendar Chronograph  
in rose gold case with  
alligator strap





**A. Lange & Söhne**  
Saxonia Annual  
Calendar in white  
gold case with black  
crocodile strap

**Breguet** Classique  
Day/Date/Moonphase  
in 18k yellow gold with  
brown alligator strap



**Montblanc** Heritage  
Chronométrie  
Quantième Annuel in  
stainless steel case  
with black leather strap

**Omega** Speedmaster  
Moonwatch Professional  
Moonphase Chronograph  
in stainless steel case  
with black leather strap







IWC Portugieser  
Perpetual Calendar in  
18k white gold case  
with Santoni black  
alligator strap



The image features two luxury watches as the central focus, set against a black background speckled with fine white particles, resembling a starry sky or a dark surface. The watch on the left is a Longines Master Collection, featuring a white dial with multiple complications including a moon phase, day of the week, and month. It has a stainless steel case and a brown alligator strap. The watch on the right is a Frédérique Constant Manufacture Slimline Moonphase, with a minimalist white dial and a moon phase sub-dial. It also has a stainless steel case and a leather strap. Surrounding the watches are several white and light blue models of space equipment, including a large satellite or space station module in the upper left, a smaller satellite in the upper right, a long, segmented telescope or probe in the lower left, and a cluster of cylindrical components in the lower right.

**Longines** Master  
Collection  
L2.673.8.78.3 in  
stainless steel case  
with brown alligator  
strap

**Frédérique Constant**  
Manufacture Slimline  
Moonphase in  
stainless steel case  
with leather strap



**Vulcain** 50s Presidents' Moonphase in stainless steel case with black alligator strap





# Take Control


Grab life by the yoke

WORDS **TERENCE RUIS**

*I LOVE FLYING.* I love the adrenaline rush I get during take-off, the heart-stopping views from up in the air, and even the familiar aircraft smell that everyone else seems to abhor. However, I must admit there have been occasions when my flight experience was less than satisfactory. Toddlers crying throughout the flight (I do understand that they are just unused to the cabin's constraints), indifferent cabin crew and chatty seatmates are the usual miscreants. Hence the idea of a personal jet strongly appeals to me, which was why I got excited when I found out that Metal Master, the Polish engineering company, plans to launch a series of small and nimble jets. The five-seater FLARIS LAR 1, dubbed the "baby of the family", is already open for pre-orders.

This single-engined aircraft is extremely light yet durable, thanks to the state-of-the-art certified pre-impregnated carbon fibre in its structure. This material is similar to the one employed in the recently launched Airbus A350 and the Boeing 787 Dreamliner. The fuselage is designed for minimal drag, meaning better fuel economy and huge cost savings. Metal Master estimates that with five people on board, the cost of fuel could be as low as six cents per passenger per kilometre.

Absurdly enough, this plane is also easy to store due to its compact size (it measures 8.3 metres long and 2.4 metres high) and detachable wings, which can be removed in under five minutes. This means you do not require an actual hangar to house your FLARIS LAR 1. Just store it in a large garage and whenever you feel like venturing into the skies, transport it on a trailer to the nearest runway. You don't even need a major airport, just 250 metres of flat road. That's all the plane requires to take off. This may not seem like a big deal to the layman but it means you get to avoid all the hassles of checking in at a major airport. So in addition to evading screaming toddlers, you get to skip those long and dreadful lines for security clearance.

The FLARIS LAR 1 is designed to be flown by a single pilot and is fitted with the Garmin G600 radio and navigation system, which will act as your co-pilot when you cruise the skies. You also only require a private pilot license to operate this aircraft. If money and time are of no concern, you can attain this certification in as little as eight weeks. 

*Full specifications at [www.flaris.pl](http://www.flaris.pl)*



**HIGH LIFE**

Nothing compares to travelling  
around the world in your  
own set of wings





# Chasing Cars

Facelifts, 3D tech and expensive picnic hampers

COMPILED BY HANNAH CHOO

## THIS IS NOT A COUPE

We love Audi for its fine detailing and surfacing. But we have a bone to pick. Why call it a four-door coupé when it's not? That's like calling a two-door a four-door – it just doesn't make sense.



## Audi A7 Sportback

Back in the early '90s, Audi didn't match up to the standards of a Mercedes or BMW. It was the type of car for creatives with good taste who preferred something a little less brazen than say, a Ferrari. It still is the creative's choice, except it has surpassed its traditional rivals. Audi models like the TT and R8 have put the German marque on an imperious rise.

Audi keeps making its cars better by diligently weeding out the bad. This is evident in the revitalised two-litre TFSI A7 Sportback, a sleeker and better-looking variant of the A6. The CLS and Panamera should be worried.

It is likely the one car that driveways of the increasingly design-conscious will beg for, and like all things German, it is cunningly efficient. It is quick (zero to 100kph in 6.9 seconds, with a top speed at 250kph), and for a car this huge, there's surprisingly little of that nose-heavy understeer. It runs smoothly over the gnarliest surfaces and brakes with the kind of aplomb that you've come to expect.

You are after all going to pay \$289,999 (including COE, accurate at press time), which you can hardly call inexpensive. Not everyone would bother investing in it, but for

those who do, they'll be glad to know that this four-wheel-drive has few faults. As Audi aficionados would already know, on top of a respectable performance, Audi hardly ever fails in the cabin department. The interior is its biggest strength. Spacious and luxurious, it immediately welcomes you like a warm hug. Leather seats are comfortable and are available heated or ventilated, whichever climate you find yourself in.

*Visit the Audi Centre Singapore at 281 Alexandra Road, Singapore 159938 or call 6836 2223*





## TEST DRIVE

## VOLKSWAGEN SCIROCCO REVISED

Often enough, the Scirocco has appealed to the showy making the switch from a modified Honda Civic. Why? Because the Scirocco is well-suited for modification as well. Still it's definitely a handsome and well-sorted coupé, even if it isn't the most polished option you might find on the market. Some have called it a Golf GTI dressed up. Others deem it an icon brought back to life. Whatever your opinions, the new Scirocco is better equipped to contend with rivals like the Renault Mégane coupé after its minor surgery (revisions include new LED rear lights and restyled bumpers). It scores big on steering and grip, and now enjoys an updated 1.4-litre twin-charged TSI engine that's capable of reaching speed camera limits in a steady 9.7 seconds.



## ACCESSORIES

## PICNICS OF CHAMPIONS

Unlike in Europe where people bask in sunshine whenever they can, the Singapore solar levels send us into the shade. Fortunately, it gets cooler towards the end of the year, which makes it nice to picnic outdoors. If you're concerned about keeping up with the Joneses in the park, go for the Rolls-Royce of picnic hampers. It is the classiest, albeit probably also the costliest, answer to your cop-a-squat needs.

*Price on application. Visit Rolls-Royce at 29 Leng Kee Road or call 6479 4333 for more information*

## WHEN BOOZE AND CARS WON'T MIX

Everybody loves the occasional drink. The problem is getting home after five drinks, especially if you drove to the bar. Drink driving is a major problem that can result in fatalities. Fortunately, while we wait for smart cars that won't start when it detects that you've exceeded the drink-drive limit, researchers have devised a solution. The Driver Alcohol Detection System for Safety programme is a technology being developed in America that includes a breathalyser mounted to the steering wheel and an engine start button that detects blood alcohol levels via infrared light. It isn't ideal for most of us, but hey, it is for the best.



## COOL STUFF

## DRIVE A 3D PRINTED CAR

This humble, cool and somewhat crude-looking thing has been making waves on the Internet. Called the Strati, the small electric roadster is Local Motors' solution to the staggering amount of waste generated by the auto industry in design and manufacturing. Instead of an assembly line, the Detroit-based company uses 3D printing to manufacture the Strati, which is made from ABS plastic reinforced with carbon fibre. While the mechanical components, like the motor, come from the Renault Twizy, everything else in this two-seater tub is printed (it takes 44 hours at the moment). Estimated to cost approximately \$7,000, it will travel at speeds of up to 80kph. That's impressive, even more so for a crude carbon tub. The Strati is expected to hit the roads in 2016.

*Find out more at [localmotors.com](http://localmotors.com)*



# The Next Frontier

Neat tech stuff you can expect in the future, straight from the horses' mouths

WORDS FARHAN SHAH PHOTOS GETTY IMAGES



*SERIOUSLY, HOW DO* technology companies do it? There's a fresh update or a new product, sometimes even a whole new category, every other week. It's almost impossible to keep up. In a world where consumers have been conditioned to expect a substantial upgrade on a tech product every year, it puts a lot of pressure on the R&D divisions of tech companies around the world.

It seems almost incredible now, but the development cycle of the first iPhone, codenamed Project Purple, took three years. In 2004, a 1,000-strong team was formed to develop the iPhone. On 9 January 2007, Steve Jobs unveiled the fruit of their labour. Today, if a tech company took three years to create a new product, they would choke on their competitors' dust trails. To grasp how the tech industry works now, we talked to three tech giants.

## CONSUMER AUDIO — SENNHEISER

**Tell me how Sennheiser keeps up with the shifting trends.**

It's undoubtedly a saturated marketplace for consumer audio electronics. What we do is identify future trends early on and rapidly create products or solutions. We can do this quickly thanks to our Sennheiser Consumer Electronics office in Singapore, which we opened in 2007. It serves as our R&D gateway to the Asian consumer industry.

**R&D must be an important component of the business for you.**

Yes, R&D in engineering and product development is imperative to us and remains a big part of our business. Thirteen per cent of our total workforce, or about 330 employees, work at our various R&D laboratories around the world. In fact, R&D is so important to us that we increased our spending on it by six per cent in 2014 compared to the previous year. We spent €44.3 million last year, about seven per cent of our total sales revenue.

**How do you decide what new technologies to work on?**

We are a data-driven company so we supplement our judgment on new proposals with market trends and facts, and our researchers' deep technical experience and know-how. We also listen very closely to the needs of our consumers, who play an important role in shaping our portfolio of new products.

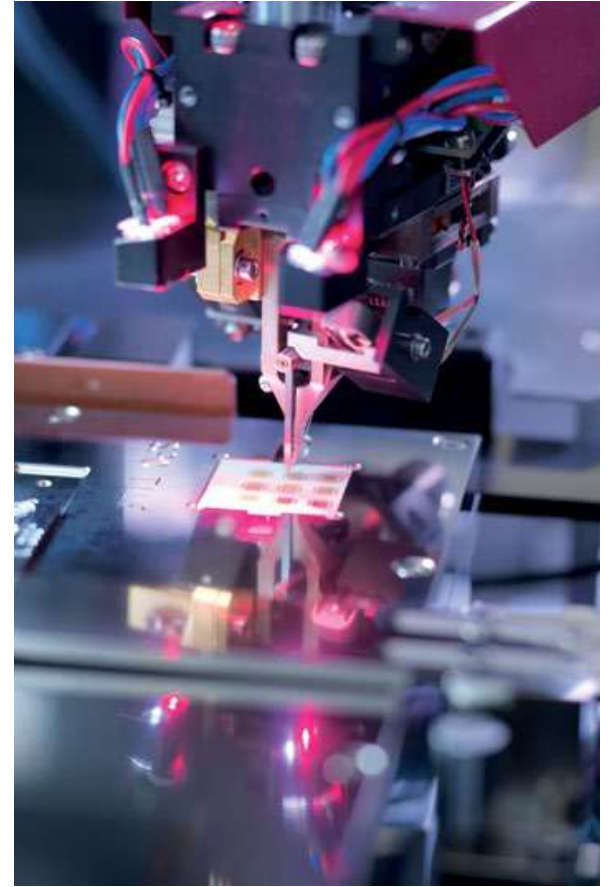
**What are the trends that you're noticing now?**

We are noticing the emergence of "prosumer" customers. These are people with extensive audio knowledge and who demand more benefits from their products. We don't see this as a challenge, but an opportunity to create professional audio devices suitable for mass consumer lifestyles.

## MOORE'S SECOND LAW

Everyone has heard of Moore's Law but few people know about Moore's Second Law, which points out that where the cost of computers falls, the cost for producers – R&D, manufacturing, testing – increases exponentially over time.





#### Any hints on your new products?

We're working on a new headphone – the next big Sennheiser milestone. It will cover a frequency range that exceeds the limits of human perception. Like the iconic Orpheus back in 1991, this next big thing will be crafted out of the same thing Michelangelo used to create his sculptures – the finest Carrara marble.

#### PERSONAL COMPUTING — ASUS

**We've noticed that your newer products have a more attractive form factor.**

Indeed. ASUS is adopting the Zen theme, creating new products that are not only aesthetically beautiful but also improve your productivity whether you're at work, at home or on the go. Our design philosophy is based on a simple idea – start with people. From there, we figure out how to adapt our technology to the ever-changing lifestyles of our users.

**ASUS has also transformed from its humble roots as just a motherboard manufacturer...**

Yes, we provide total hardware solutions now in every area. We have more than 13,600 employees globally and our R&D team consists of 4,500 engineers. We managed to break into the top three notebook brands for the education sector in Singapore last year and we're not stopping there.

#### What are some of the major tech challenges that you face?

While we're growing globally in sales, we've noticed a bottleneck in growth in the personal computing market. The competition is stiff and there are plenty of products boasting similar specifications. So we're looking at new and innovative areas to venture into and ways to disrupt the fields we're in.

#### New areas?

Yes, we're actually heading into the smartwatch category. We're launching the premium Zenwatch 2 in Singapore this

You can even check expiration dates of the items in your fridge without opening the door

month and it comes with a boatload of features. The best bit: this watch will work with both iPhones and Android phones!

#### HOME ELECTRONICS — LG

The South Korean electronics giant made a huge splash at IFA Berlin 2015 with new products that ranged from slim televisions to a luxe smartwatch.

We've been sceptical of smartwatches and its place in the tech world, seeing them as novelties that would never be able to replace your smartphones. But LG has approached the concept of a smartwatch from a different angle. "Wearable devices shouldn't be thought of as an extension of one's smartphone but an extension of oneself," said Chris Yie, vice-president of LG, in a press release. What's next in LG's sights? Smart homes.

#### We're in *Back to the Future* territory now, aren't we?

We want to shape the way consumers live at home, offering conveniences through easy-to-use technology. LG recognises the need for smart and appealing appliances and our products at IFA Berlin demonstrate that. For example, we released the SmartThinQ Sensor circular device. This can be attached to a SmartThinQ appliance. A corresponding app on your smartphone lets you control and keep track of the appliance. You can turn on the washer before you get from home. You can even check expiration dates of the food items in your fridge without opening the door.

#### Any more cool stuff?

We presented a prototype for a double-sided OLED display for televisions. It's in the very early stages but we're excited that this tech will revolutionise home entertainment. 📺

WELCOME TO  
IFA BERLIN

The annual event is possibly the best place to be at if you enjoy being bowled over by the technology of the future. IFA Berlin is an important platform on which many brands put forth new prototypes as well as showcase new developments on functioning tech concepts.



# No Drama Required

Contrary to popular belief, advertising advocates aren't all like Don Draper

WORDS **FARHAN SHAH** PHOTOGRAPHY **SIMON SIM** INTERVIEW **LYDIANNE YAP**

*THINGS WOULD HAVE TURNED OUT DIFFERENTLY* for Nirvik Singh if he had forgotten to polish his shoes the night before his job interview. The year was 1987 and Nirvik was looking for a job. His friend, who was working in the advertising agency J Walter Thompson, told him about an opening in the company.

"I was interviewed by the general manager who asked me about cricket and a few other basic questions. That was it and I got the job," Nirvik recalled.

The ad man was puzzled and asked his friend how he managed to land the job after running a relatively painless gauntlet. "My friend said, 'The general manager is an old-fashioned gentleman and noticed that your shoes were polished, which reflected your good standing. And also because you played cricket!'"

Those shoes have led him on a journey spanning close to three decades from his hometown in Kolkata to the glitzy metropolis of Singapore with no end yet in sight. Not that the head honcho for Grey Group Asia Pacific is complaining. He's enjoying every minute of it. He's seen the advertising business evolve from static billboards to moving images on television and radio soundbites to the personalised digital world we live in now, where companies can easily target an individual person through satellites and global positioning systems.

He believes the next big thing would be mobile advertising, which is still in its infancy. While Internet advertising on desktop computers has more or less been cracked by brands, Nirvik opines that advertisers haven't fully grasped the essence of monetisation on mobile devices. He's not far off the mark. Mobile advertising is still in the Stone Age – a pesky animated ad that pops up at the bottom of your screen when you launch an app or an intrusive video that plays every time you go past a certain stage. It's invasive, annoying and most importantly, doesn't tell a good story.

That, in essence, is what makes advertising tick – storytelling. "Great advertising is still about storytelling and deep consumer insight, but the way you can tell the story has changed because of technology. At the end of the day, it's based on one big central idea for the brand," Nirvik said.

One of Nirvik's proudest stories was the well-received Incredible India campaign he wrote and conceptualised a decade ago. It relied heavily on striking visuals and attempted to portray the country in a more flattering light with the use of bright and eye-catching colours. The campaign worked, winning a much coveted Euro Effie Award as well as a silver medal at the 2006 Asian Travel & Tourism Creative Awards. More importantly, it boosted tourism figures. People from all over the world started making vacation plans in India, seduced by the captivating story that Nirvik weaved.

Now Nirvik is weaving a story of a different kind – a tale of social change. Two years ago, he started Grey for Good, an arm within the Grey Group that uses creativity to solve social problems. Others see it as a philanthropic project since all of the work within this subsidiary is done on a pro-bono basis; Nirvik just sees it as another platform for him to write more stories that benefit the world, especially the disadvantaged. This year, Nirvik and his team came up with the Ring a Bell initiative. "One of the things we discovered in Singapore is that nobody knows their neighbours," he explained. So they talked to the ruling government and rolled out SG Doorbell Day together with Nescafe. The campaign encouraged Singaporeans to press their neighbours' doorbells on 21 March just to say hello and perhaps proffer a cup of coffee or two.

Grey for Good also launched the "Life Saving Dot" campaign, aimed at women living in the rural parts of India. "Some 30 to 40 per cent of Indian women have iodine deficiency, which can lead to pregnancy problems and ill health. So we used the same technology that goes into a tobacco patch and put it into the bindi. When you stick the bindi on, you get your daily dosage of iodine," Nirvik elaborated.

These projects might not garner awards nor generate any revenue for the company but that doesn't mean Nirvik and his team do a slipshod job on them. He applies the same two requirements on these campaigns as he does for all his other work: will it be famous and will it be effective? It's the Grey Group mantra, the same determined work ethic that made Nirvik polish his shoes the night before his job interview. And his shoes are still as shiny today as they were 28 years ago, no doubt polished the night before. **A**





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Great advertising is still about storytelling and deep consumer insight, but the way you can tell the story has changed



# Show Me the Money

What you need to know before you plunge into the markets

WORDS FARHAN SHAH PHOTO GETTY IMAGES

*THE WAY THE FINANCIAL MARKET* behaves is like an illogical and untamed beast. It scares many people into a state of financial inertia, content to plod along in their jobs. Although there's nothing wrong with advancing your career and consequently, improving your financial standing, you're sacrificing a huge opportunity to make your money work hard for you while you're working hard for more money.

In the short run, the stock exchange does zig and zag in unpredictable directions. However, in the long term, the stock market has an average historical rate of return of 10 per cent a year, compounded. If you had invested just \$1,000 in the Dow Jones in 1900, you would have close to \$20 million at the end of 1999, without lifting a single finger. Kelvin Teo explains how you should start.

## What should I prepare before I begin investing?

Before investing, you should have enough cash to maintain your lifestyle with the assumption that you could be jobless for six months. I also recommend reading two books: *The Intelligent Investor* by Benjamin Graham, which has been described by Warren Buffett as the best book on investing ever written, and *Fooled by Randomness* by Nassim Nicholas Taleb, which describes the indiscernible differences between luck and skill.

## I have the emergency fund. I've read the two books. I'm ready to start. What do I need to keep in mind?

You should accept three things. One, losses are going to happen, but you will learn and get better. Think of the losses as school fees. Two, if you prefer to entrust others with your money, you can pay fund managers but your cash will be locked up for a considerable period of time.

Three, you must be able to accept lower returns on your investments. My first rule of investing is to preserve capital, not make a fortune. For every dollar of loss, your remaining \$9 has to generate more than 10 per cent returns just to achieve status quo. Therefore I am content with a steady inflation-beating return of five per cent, if I can spend less time on research.

## Is there a good time to enter the markets?

Of course. I prefer to enter the market when everyone else is getting out – the principle of buying low and selling high. Having said that, it is difficult to outsmart the market and make huge returns. While the playing field is more level now, institutional investors will always have the upper hand because of their scale and expertise. However the worst is for you to be stuck in analysis paralysis and end up doing nothing. If in doubt, pick any option, invest small and observe. Wrong action is better than no action. At least you will learn something.

## Right. So what should I invest in then?

It depends on your personal objectives. If you have limited savings and frequent cash needs, I recommend a diversified portfolio that is shorter in term and medium in returns. This allows you to cash out should you ever need the money. A mixture of 50 per cent stocks (diversified across blue chip and growth options), 30 per cent alternative instruments and 20 per cent bond funds is a good start. Stocks and bond funds are good long-term investments, with ample learning opportunities for the former and safer returns for the latter. Alternative instruments are short-term investments that can give higher returns but involves greater risk. **A**

## ABOUT THE EXPERT

Kelvin Teo is the co-founder of Funding Societies (Singapore) and has worked at one of the largest private equity firms in the world, KKR Capstone, as well as consultancy firms, McKinsey and Accenture. He is a certified public accountant and Harvard Business School graduate. When he's not advising people on making money, he drinks wine. Lots of it.





# Oddball Tech User

We are a minority group, but oddball users are a market that's waiting to be tapped into

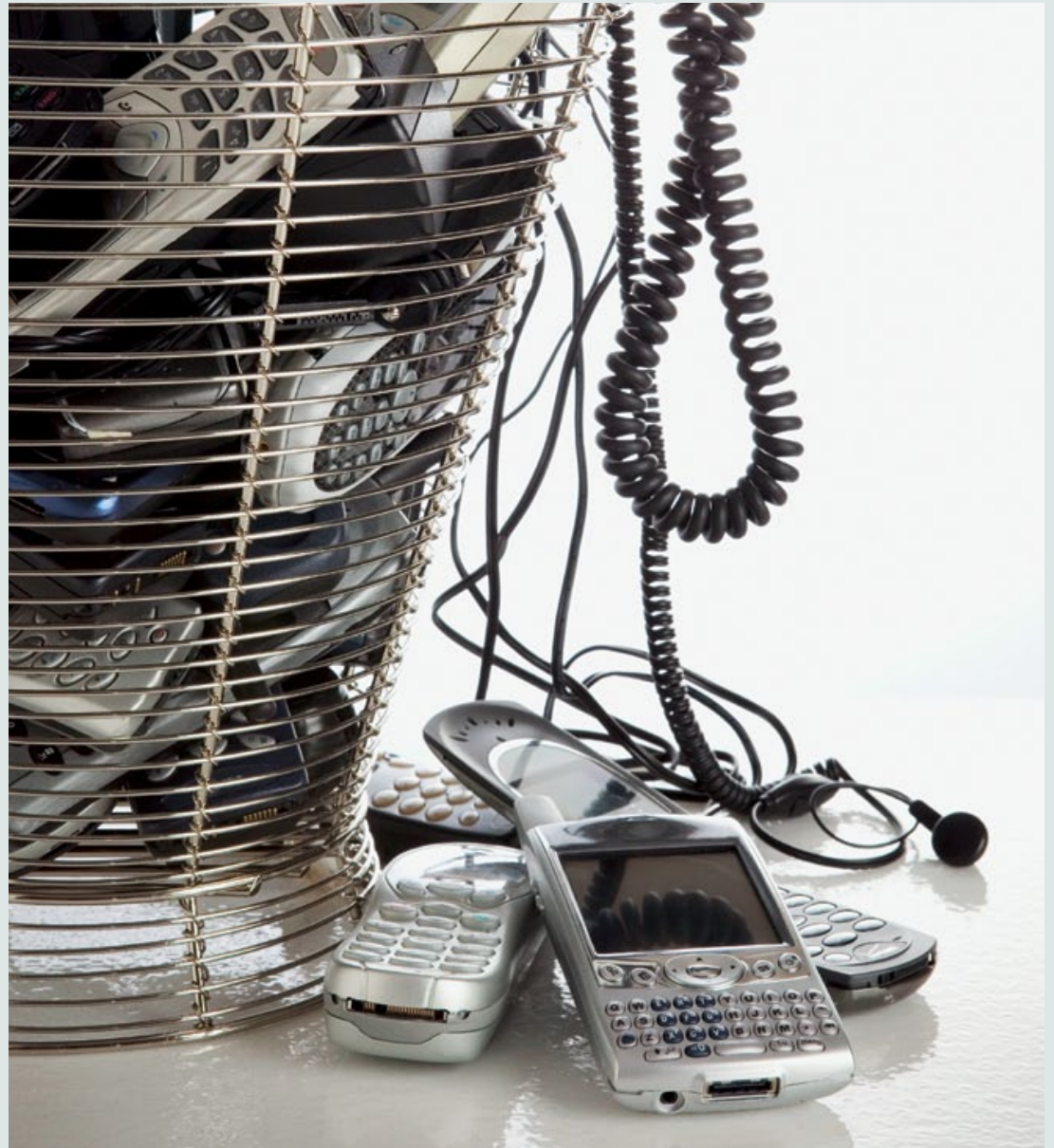
*I GOT IRRITATED* when I saw the recent announcements about Apple News. I was equally irked when Samsung launched the Galaxy Note... whatever. Designers and product inventors appear to have gone out of their ways to foist their own insecurities on me, I thought. It's pathetic when all this new technology fails to be even remotely desirable. So here is my plea to tech makers out there: pay more attention to every user profile and make something for me and the others like me – we'd be happy to give you our money.

## **I DON'T NEED A GIANT SMARTPHONE THAT'S BIGGER THAN MY FACE.**

I am aware of the popularity phablets have garnered among my peers. "It's so good, you'll never want to go back to a smaller phone" is a phrase often repeated to me by a particularly dear editor friend of mine. I'm not falling for it. In the early days of cell phone use, I had phones that were bigger than my face, so enough of those. What I'd like is a phone that fits into my genetically cursed small hands. The iPhone 5, Samsung Galaxy A5 and Sony Xperia Z3 Compact are great. Just give me better hardware in it.

## **STOP FEEDING US NEW TECH EVERY FIVE DAYS.**

The deluge of news from hardware makers is endless. Rather than fuelling our thirst for more, it has the reverse effect of turning people off instead. All we want is something that's easy to use, with new versions every couple of years that offer solidly improved hardware, not just miniscule changes. I get it. You want a fatter bottom line, but I'd rather pay more for a markedly better product than one that's slightly improved.



## **NOT EVERYONE WANTS YOUR WEIRD PERPLEXING SOFTWARE.**

This is the major point of irritation that's more or less stopped me from venturing into Android, to be honest. My colleague Sean will counter that it's like Windows versus Mac – one offers customisation while the other is for tech eejits (that's me) who just want a standard product. Yes we do. I don't need some weird overlay or overly complicated customised software that eats up my battery life and uses a ton of memory. Keep it simple. Keep it clean. Keep it stylish. In both hardware and software.

## **STICK WITH STANDARD CABLES, PLEASE.**

Yes, I know, there are USB micros, minis, As, Bs, Cs, plus all the proprietary cables. What this means is that the essential cable compendium is the heaviest thing in my

luggage when I travel for business. We finally managed to merge Thunderbolt-3 with USB-C. Let's just stick to this standard. It's fast, it's good and it can probably beat the Thrust SSC in a land race. Have you seen the breakneck speeds at which you can download data? That's all I need. Make everything USB-C.

## **MODULAR IS A GOOD IDEA.**

I really don't need the one device I own to do a hundred different things. I just need it for a handful of things, and to do those well. Make the rest add-ons that I can buy into if I want. It's better revenue for you and also better structure for your product. Once I'm stuck with about 10 accessories from your brand, I'm more likely to stay with you. It's like a relationship. I've invested too much in it to give it up too quickly. 🍷

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*P.S. Darren would like to offer the services of the AUGUSTMAN team in designing ideal tech products for the common people.*



## INSPIRATION



PHOTO SIMON SIM STYLING CHIA WEI CHOONG

The ankle boot is the oft disregarded footwear in our repository, deemed impractical for our climate. However, with geographical phenomena and weather patterns changing all around the world, we are beginning to think it is wise to invest in a sturdy boot, to be ready for any situation.

*Calf leather boot by Emporio Armani, poa*



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MALDIVES

We head to the idyllic atolls to swim in clear blue waters and paddle in glass-bottomed canoes to bring you this story

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LIVING THE GOOD LIFE

# MAINTENANCE

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ESSENTIAL FITNESS GEAR / AEGEAN JEWEL / AGE-FREE WHISKY



# 50 Shades of Blue

The Sun Siyam Iru Fushi is the best place to experience the wonders of the Maldives

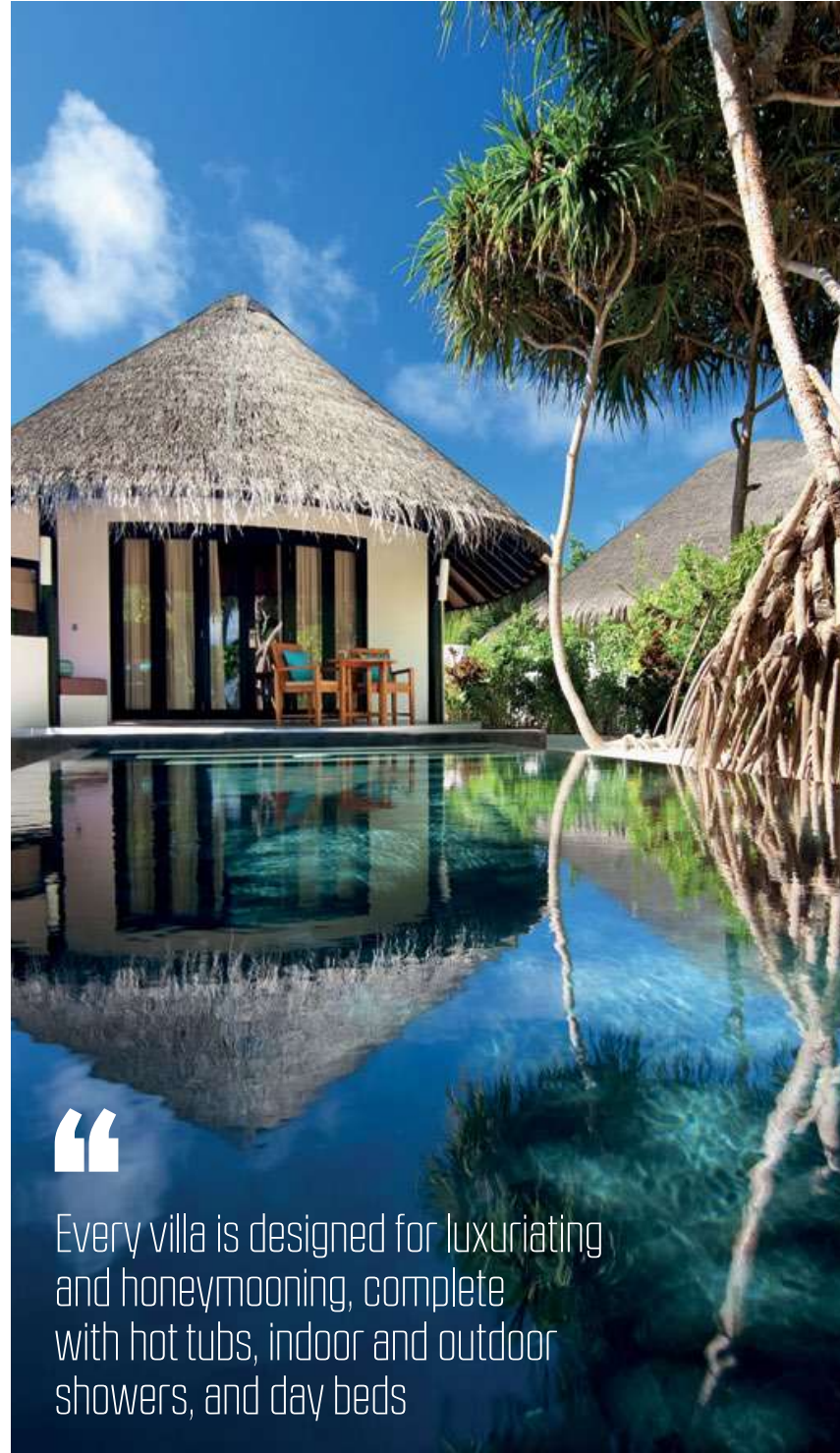
WORDS JULIANA CHAN PHOTOS THE SUN SIYAM IRU FUSHI

*I LIKE SMALL AIRCRAFT.* It means two out of three people get to enjoy the beautiful aerial views when flying over the Maldivian atolls. From up in the air, the islands – plateaus of submarine ridges, really – look like a necklace on a shimmering sea. And you know you're bound for a beach resort when the pilot kicks off his flip-flops and flies the plane barefooted.

Forty-five minutes later, the Trans Maldivian Airways seaplane makes a splashy landing at the Sun Siyam Iru Fushi, a five-star luxury resort located at the Noonu Atoll. Aside from a slew of land and water villas, the property recently added two more specialty villas aptly named Celebrity Retreat and Aqua Retreat. Every villa is designed for luxuriating and honeymooning, complete with hot tubs, indoor and outdoor showers, and day beds wherever you might possibly need them.



## DESTINATION



“

Every villa is designed for luxuriating and honeymooning, complete with hot tubs, indoor and outdoor showers, and day beds

### JUMP IN

You cannot be in the Maldives and not answer the call of the sea. The resort abets guests in activities that range from dolphin cruises and kayaking (in canoes with glass bottom windows to the marine world, no less) to big game fishing and destination diving. Its dive centre is one of the best in the Maldives. You can get your PADI certification in three days and make your first scuba dive in an ocean with some 50 gorgeous shades of blue rather than just a boring old swimming pool.

Since I don't much feel like hunting fish and there isn't enough time to do a proper scuba course on a short press trip, I grab a pair of fins and mask and join a snorkelling safari to frolick among colourful fish (the astounding variety in the Maldivian reefs is a veritable feast for the eye) and swim with a turtle.

I get to see a dolphin up close too, albeit from the boat on the way back to shore.

### EPICUREAN JOURNEY

For someone who plans her holiday itineraries around food, the Sun Siyam Iru Fushi exceeds expectations with its 14 food and beverage outlets. The first dinner at French restaurant, Flavours, starts with a foie gras so creamy, smooth and delicious that my dinner companions are quick to assume it is the resort's fine-dining option. Of course, this is also because the restaurant has an adjoining cigar den and a posh cellar stocked with premium wines and equipment to keep them at their best. When each subsequent meal seems better than the last, we realise the resort is committed to surprise and delight its guests at every meal. While the Island Grill is where

you can enjoy an authentic Maldivian meal on the beach, complete with music from top Maldivian bands, my favourite dishes are from Trio, the resort's Italian restaurant, so named for Italy's tri-coloured flag.

The sunniest time to go to the Maldives is February. It rains the hardest in September, even though there are still enough pockets of sunshine to make it worth going. Here is where the resort's world class spa, indoor activity programme and villa amenities make sure guests have a great holiday. So I get rained in one afternoon, but who can moan when there is a shiny fancy hydrotherapy bath to soak in, complimentary champagne, chocolates and macarons to enjoy while you do, and WiFi to share great photos with friends back home. 📸

*More information at [www.thesunsiyam.com](http://www.thesunsiyam.com)*



# Jewel of the Aegean

Sail along the fine beach of Mykonos

AS TOLD TO ZULFADHLI PHOTOS GETTY IMAGES

## LITTLE VENICE MYKONOS TOWN

Little Venice, which overlooks the southwest end of the harbour, charms visitors with its rustic cobblestone streets and the white-washed edifices that line the shore. A wonderful way to end the day is to find a good spot, enjoy an aperitif and watch the sun set. Then savour local delights to the rhythm of the Aegean waters lapping up on the edges of the restaurants.

## PROFILE

Whenever he gets to take a break from his job as commercial head of online travel agent Zuji, Chan Tze Yuan enjoys relaxing in quaint cafes by the shores of foreign lands. Some of his favourite destinations include Athens, Beijing and Rome because of their rich history and architecture. He also enjoys the occasional island escapade, Mykonos being one of his favourites.



## PARAGA BEACH SOUTH MYKONOS

Located on the fringes of the bay to the west of the world-famous Paradise Beach, Paraga holds its own in terms of beauty, cafes and holiday atmosphere. Lounge chairs set up on the fine pale sand are available for rent. You can settle down in one of them and bask lazily in the sun. Alternatively, explore the shore and watch holiday makers leap off natural diving platforms into the sea. Or even join in the fun. The beach's stony backdrop and clear blue waters during the day are perfect for shedding your reserve and making new friends. Its laid-back aura transitions into a more energetic party atmosphere as the sun goes down. The upbeat bars and taverns along the beach serve amazing cocktails and exquisite Greek fare you cannot get enough of.



## ISLAND OF DELOS OFF THE CYCLADES' CENTRE

A short half-hour journey to the island of Delos, off Mykonos, is well worth the bumpy boat ride. The UNESCO World Heritage site is where you'll find beautiful remnants of the civilisation that thrived there more than 2,000 years ago. I recommend paying the 10€ for a guided tour. You can gain a lot more insight into the island's history than just roaming around on your own.



## PARADISE CLUB PARADISE BEACH

You can't go to Mykonos and not visit Paradise Beach. It's home to one of Europe's biggest party destinations, Paradise Club, which has some of the world's biggest DJs pump out a good party pulse. Even if you're not usually a party animal, the atmosphere inspires you to relax, dance under the stars, and then witness the sun rise over the Aegean Sea.

## WINDMILLS AT MYKONOS

These magnificent wind-powered mills had the important job of refining grain back in the 16th century. They now form picturesque pieces of antiquity with their white-washed walls and conical roofs standing out against the Aegean Sea. No prizes for guessing that they are one of the most-photographed icons of Mykonos.





# Thai Street

David Thompson's Thai love affair births more delicious opportunities

WORDS ZULFADHLI PHOTO ANDY WONG/RAVE PHOTOGRAPHY

DAVID THOMPSON'S chance visit to the Land of Smiles 20 years ago made him fall in love with Thai cuisine and inspired him to start Darley Street Thai and Sailors Thai in Sydney in the '90s. Their success prompted Thompson to open nahm (Thai word for fluid) in London in 2001. The upmarket restaurant earned a Michelin star within six months of opening but shut in 2012 because regulatory changes in Europe affected its supply of fresh produce. He has since taken nahm to Bangkok where it continues to thrive and win accolades.

To give us a taste, Thompson presented one of nahm's signature dishes, a single vermillion lobster sitting in a bowl of freshly stewed Thai curry. It was a rich and fragrant blend of Thai herbs, spices and coconut cream, and the shellfish was cooked to succulent perfection.

The Sydney-born chef is returning to Australia in November this year for the Margaret River Gourmet Escape culinary event. He will be with the world's best chefs, whipping up delights for gourmands from around the globe. "It's the perfect life... to be in another beautiful part of the world, and experience great cuisines." ▲

**More information on Margaret River Gourmet Escape at [www.gourmetescape.com.au](http://www.gourmetescape.com.au)**

## SIAMESE PRIDE

There is no greater compliment for an Australian chef proffering Thai cuisine than to have it accepted on native soil. In fact, the wife of a Thai minister had once patronised nahm in Bangkok, expecting to be dissatisfied with the food. Instead she left the premises raving about Thompson's mastery of Thai cuisine.





LIQUID ASSETS

# How Old Is My Whisky?

The deal about age-free whisky

WORDS HANNAH CHOO PHOTOS GETTY IMAGES







### DEAR SNOB...

Stubborn whisky purists tend to forget that 80 per cent of whiskies do not carry an age, and of these, many are popular. Think whiskies like Johnnie Walker's Red and Blue Labels, as well as Ardbeg's Uigeadail and Abertour's A'bunadh. It's hard to call oneself a connoisseur (some say whisky snob) if you're not aware of something like this, we reckon.

WE ARE DRINKING WHISKY FASTER than Billy Bob Thornton in *Bad Santa*, way faster than distillers can stock up and say, "Guys, come and get it." We don't think about it, but demand can outstrip the supply of whisky just as with anything that's being consumed with a passion.

This growing thirst for whisky is a struggle for many. Mainly because many remain pathologically obsessed with age-branded single-malts, adamantly equating older age with better quality. Little do they know that a 15 Year Old could fare better than a 25 Year Old, and similarly, a whisky with no age statements does not necessarily mean a poor man's drink. It's time we shut up about the years and let the liquid do the talking.

Age isn't the most precise indicator of quality. There are other aspects that determine taste and value. In fact, when single malts came into popularity in the late 1970s and early 1980s, the most sensible thing for companies to do was to create a credible label that justified the soaring prices. Numbers to them represented a bond of trust that reached out to the consumer, and today, it is obvious that it was merely a marketing ploy, one that has sadly left many chained to this belief.

Reformation is on the way. There is a new crowd of age-free single-malt whiskies marching in, and stalwarts like The Macallan and Laphroaig have defiantly added such bottles to their collections.


"It's about what the consumer wants and the skills of the whisky maker," explains Stuart MacPherson, The Macallan Master of Wood, on The Macallan Rare Cask, a rich yet subtle one that delivers a lip-smacking finish. It is yet another marketing strategy (they need to make money), but we'd like to think of it as necessary in times of depleting whisky supplies. Brands can be more creative and flexible too, which is a bonus to quality.

Even Beam Suntory has joined the club, bringing in its Hibiki Japanese Harmony, a blend of 10 malt and grain whiskies aged in five different cask types. Usually you'd find Hibiki in the usual four different expressions (our favourite, the 17 Year Old), but the Japanese Harmony is surprisingly impressive. On the nose, it appears sweet and floral, and once it hits the tongue, you welcome a flurry of spice, liquorice and cocoa. Its taste is reassuring, and believe it or not, it is very affordable too (\$135). Shinji Fukuyo, the chief blender, explains: "It is our desire to produce

It's just like baking a cake. Leave it in the oven for longer than it needs, and you're in for something dry and craggy

the perfect blend of different whiskies. To maintain this flexibility, we don't want to limit the possibilities to an individual number or age requirement. Our mission is simply to deliver fine quality whisky."

Many self-proclaimed whisky experts may beg to differ, but the bottom line is age really doesn't matter. You can't throw in three extra years to a 21 Year Old and hope for the best. Different casks mature at different times (even men, but that's another story). It's just like baking a cake. Leave it in the oven for longer than it needs, and you're in for something dry and craggy.

And like baking, whisky is chemistry. Sometimes we need to find the right balance of flavours to achieve that one perfect dram. Age-free whisky could be a passing fad, but we hope it's here to stay. Let's just keep our minds open and enjoy. 



TIPPLE

# October's Best

A great new Latin American bar, a home brewing kit and more

COMPILED BY HANNAH CHOO

## THE NEW NEGRONI

Everybody loves a negroni. Simple and elegant, it's usually made of gin, sweet vermouth and Campari. Many insist there should be no other way to a negroni but Vasco begs to differ. Its Mexico '70 replaces the gin with mezcal and injects a hint of chocolate bitters.

## HOT SPOT

### LOCO OVER LATINO

As I sip on drink number three, the words on the menu start to blur. The languid Latin music begins to intensify, the candles glow and flicker dreamily, and the maroon walls plastered with posters of football celebrities and cigar-smoking men start to shimmer. I'm at Vasco, a Latin American drinking den. Founded by the people behind The Cufflink Club and the former head chef of Esquina, this sultry Latin bar excels in comfort as well as food and drink. For a place without a view, time passes quicker than I imagined. Here's where you venture into for sour Latin cocktails and mezcal (tequila's estranged cousin), and dig into rich servings of spinach empanadas and achingly good chicken pinchos. Yum.

*Vasco is at 42 Hong Kong Street, Singapore 059681, tel. 8799 7085*





## DO-IT-YOURSELF

## CRAFT YOUR OWN BEER

There is proud pleasure in drinking the beer you've made with your own hands but if you've been using plastic jugs for this, please stop. Plastic is prone to scratches, making grooves that are perfect micro homes for bacteria. You can argue that you're fermenting your beer with more than just yeast, but we can't allow you to brew bad beer and clutter your kitchen with unsightly matter. So we've found a home brewing kit that's designed to make your workstation look good while creating beer you want to drink. Hand-built in Boston, these Box Brew Kits come with quality glassware and compact wooden bases. Different models are available, depending on the amount of beer you want. Crave variety? The kits are also great for brewing cider and mead.

Order online at [www.boxbrewkits.com](http://www.boxbrewkits.com)

## ONE OF A KIND

## LET'S DRINK TO ART

There are similar factors involved in creating great whisky and fine art. They share the same driving force: someone who cares enough to dedicate the time to create something meant to be discussed and enjoyed. This is why we find this project by Glenfiddich rather inspiring. A product drawn from two casks after half a lifetime of maturing, the Glenfiddich 50 Year Old isn't something to get smashed on. It's a rare liquid that's complex yet balanced, with sweet and smoky elements. Four bottles are left, each paired with a different piece of art from local artists Flabslab, Sean Dunston and Andy Yang.

Contact William Grant & Sons at 6361 2311 for more information



The Rabbit Hole is open 6-11pm from Tuesday to Friday, and 6pm-midnight on weekends.

## SPIRIT

## CURIOUS ABOUT GIN

**It's a bartender's favourite.** As a light spirit, gin allows flavours to shine through without marring its botanical character. Perfect for refreshing as well as short and punchy drinks.

**In the 1920s,** it was a bootlegger's choice of spirit because all that was needed was cheap grain alcohol, flavourings such as juniper, and a bathtub.

**Gin and tomato juice** was everyone's hangover cure in New York City in the year 1928. This happened years before people discovered the vodka-based Bloody Mary at St Regis.

**Gin and tonic** was used by the British to treat malaria in the early 19th century. To mask the bitter taste of the protective quinine, British officers would knock it back with gin and tonic.

**Gin was also used to** improve circulation and cure ailments. Today, many use gin-soaked golden raisins for joint pain, a delicious remedy popularised by the late radio celebrity Paul Harvey.

## BEAT THE HEAT

When the mercury rises, we like nothing better than sitting in the shade with a limey G&T. A nice spot for this is at The Rabbit Hole, a garden bar with an extensive library of gin labels and a curated selection of 15 G&Ts.

The White Rabbit, 39C Harding Road, Singapore 249541, tel. 9721 0536



# Hungry For Change

Three promising new bistros you should visit

WORDS HANNAH CHOO

## MACA

Once a place that promised fine steaks and juicy portobello burgers, this corner lot at the Tanglin Post Office has witnessed a chipper transformation. MACA has taken over the premises and replaced the dark, moody walls with industrial chic that's free of frippery.

Architect-turned-chef Rishi Naleendra, who earned his stripes at Tetsuya's Restaurant in Sydney, succeeds in striking that rare balance between comfortable and fashionable. Rather than just a cool place to see and be seen at, the food at MACA is actually delicious, especially the appetisers. The only problem is that it sets high expectations for the rest of the meal – a bit like eating oden right after a steamy row with sambal belacan.

However, since no one strictly follows the usual meal components or progressions any more, there's really nothing to stop you from skipping the main dishes. Unless you have a particular thing for char-grilled lamb rump (\$36) and slow-cooked iberico pork collar (\$36), you are better off ordering a variety of appetisers on sharing plates.

The baby globe artichoke doused in onion consomme (\$17) and the grilled calamari (\$18) are things you could come back for every night. The char-grilled baby octopus (\$22) is spectacular and goes well with the blistered padrón peppers (\$8) – don't worry, it's not the kind that sets your mouth on fire.

But of course, appetisers aren't MACA's only selling point. It also proffers an extensive range of alcohol to make for a more rounded dining experience. Glasses of Suntory beer (\$12) come fresh from the tap, but if you're into something less fizzy, you may find salvation in the extensive selection of wines, white spirits, sake and whisky.

MACA isn't perfect. Few places are, anyway. But when there are platters of baby octopus and glasses of chardonnay at the ready coupled with the chance to run into like-minded folk who prefer to be away from the maddening Orchard Road crowd, you can be quite happy. And that's what ultimately matters.

*56 Tanglin Road, B1-01, tel. 6463 8080*





## LOLLAPALOOZA

When you open a restaurant in a hip locale, you have to be prepared to work hard to remain popular. You not only have to keep up with standards for everything from food to service, but also endure comparisons with other eateries – even with your own sibling restaurant, Lolla, on Ann Siang Road. Lollapalooza is expected to follow the same path that has taken Lolla from an underground supper club to the hardest tables to book.

Unlike the quirky indie music festival in Chicago that shares the same name, the bistro is calmer, in muted shades of green. Nothing seems out of the ordinary, except maybe its thesis-long menu that changes daily. The fare is fresh, scrumptious and nothing too ambitious. Don't be surprised to find odd things like dog cockle tartare (\$30) and corned veal tongue (\$45). Prices are a little high but dishes like flatbread with asiago and pancetta (\$18), burrata with tomato pesto and apricots (\$36) and roasted scampi with seaweed butter (\$21) are worth the money spent.

*1 Keong Saik Road, tel. 6221 3538*



## LUXE

Right next to Lollapalooza is Luxe, an Aussie joint that looks like page 25 out of a Donna Hay catalogue. Enclosed in a simple yet attractive facade of stucco walls with wood and brass accents, the restaurant is conceived for Australian expats and good-looking adults on their third jobs and second apartments. Every corner feels like an ideal home, a cosy respite from the sweltering outdoors.

With Chui Lee Luk as creative director (the Singapore-born celebrity chef also opened the now defunct Claude's Restaurant in Sydney), the restaurant is the first of the Luxe brand to open outside of Australia. The food is cafe fare refined – basic, but solid, and very much focused on enjoyment. The Luxe burger (\$28) is incredibly satisfying and the wild weed pie (\$24) is a delicious take on the Greek spanakopita pie, wrapped in a gleaming buttery armour. Oysters go at \$36 per half dozen and the fried chicken dish (\$18) is accompanied with a chilli padi aioli for kick. Wash it all down with pints of beer and end the meal with pandan madeleines and kaya (\$8).

*1 Keong Saik Road, tel. 6221 5615*



# EVENTS

AUGUSTMAN ABOUT TOWN



## PORSCHE DESIGN X AUGUSTMAN

Founded in 1972, Porsche Design recently held a private event in collaboration with *August Man* and Glenfiddich. The soiree took place at its store in The Shoppes at Marina Bay Sands. Guests took the opportunity to view its iconic timepieces, accessories and apparel, as well as personally experience the design aesthetics and cutting-edge innovation synonymous with Porsche Design. You won't expect anything less from a brand that conceptualised and crafted the world's first completely black chronography in 1972 and the first chronograph made from titanium in 1980.





# STOCKISTS

## WHERE TO SPEND YOUR MONEY

**A.LANGE & SÖHNE** [www.alange-soehne.com](http://www.alange-soehne.com)  
6509 1712, 2 Orchard Turn, 02-05A Ion Orchard

**ALDO** [www.aldoshoes.com](http://www.aldoshoes.com)  
6336 2533, 252 North Bridge Road, 01-07  
Raffles City Shopping Centre

**ARMANI COLLEZIONI** [www.armani.com](http://www.armani.com)  
6304 1382, 2 Bayfront Avenue, B2M-229  
The Shoppes at Marina Bay Sands

**AUDEMARS PIGUET** [www.audemarspiguet.com](http://www.audemarspiguet.com)  
6836 4918, 541 Orchard Road, 01-03 Liat Towers

**BALLY** [www.ballyofswitzerland.com](http://www.ballyofswitzerland.com)  
6238 2077, 2 Orchard Turn, 01-12 Ion Orchard

**BELL & ROSS** [www.bellross.com](http://www.bellross.com)  
6884 6471, 333A Orchard Road, 01-15 Mandarin Gallery

**BILLABONG** [www.billabong.com](http://www.billabong.com)  
6509 0575, 13 Orchard Road, 04-29  
313@Somerset

**BLACK HAMMER** [blackhammer.frasongroup.com](http://blackhammer.frasongroup.com)  
6752 6019, 53 Ang Mo Kio Avenue 3, 02-42  
AMK Hub

**BLANCPAIN** [www.blancpain.com](http://www.blancpain.com)  
6634 8771, 2 Bayfront Avenue, B2-237  
The Shoppes at Marina Bay Sands

**BOGGI** [www.boggi.it](http://www.boggi.it)  
6688 7603, 2 Bayfront Avenue, B2-235  
The Shoppes at Marina Bay Sands

**BOTTEGA VENETA** [www.bottegaveneta.com](http://www.bottegaveneta.com)  
6238 0020, 2 Orchard Turn, 01-04A Ion Orchard

**BRAUN BÜFFEL** [www.braunbuffel.com](http://www.braunbuffel.com)  
6333 0209, 3 Temasek Boulevard,  
01-100/102 Suntec City Mall

**BREGUET** [www.breguet.com](http://www.breguet.com)  
6338 6006, 2 Bayfront Avenue, B1-119/120  
The Shoppes at Marina Bay Sands

**BROOKS BROTHERS** [www.brooksbrothers.com](http://www.brooksbrothers.com)  
6334 4878, 252 North Bridge Road, 01-37B Raffles City

**CAMPER** [www.camper.com](http://www.camper.com)  
6688 7460, 2 Bayfront Avenue, B2-13 The Shoppes at  
Marina Bay Sands

**CANALI** [www.canali.com](http://www.canali.com)  
6235 6588, 290 Orchard Road, 01-43/44 Paragon

**CARTIER** [www.cartier.com](http://www.cartier.com)  
6688 7388, 2 Bayfront Avenue, B1-39A/40  
The Shoppes at Marina Bay Sands

**CERRUTI 1881** [www.cerruti.com](http://www.cerruti.com)  
6235 1923, 290 Orchard Road, 01-28 Paragon

**CHOPARD** [www.chopard.com](http://www.chopard.com)  
6688 7999, 2 Bayfront Avenue, B1-107  
The Shoppes at Marina Bay Sands

**CHRISTIAN LOUBOUTIN** [www.christianlouboutin.com](http://www.christianlouboutin.com)  
6732 2813, 391 Orchard Road, 02-10 Ngee Ann City

**CHURCH'S** [www.church-footwear.com](http://www.church-footwear.com)  
6688 7585, 2 Bayfront Avenue, B2-228  
The Shoppes at Marina Bay Sands

**CLARKS** [www.clarks.sg](http://www.clarks.sg)  
6509 8628, 2 Orchard Turn, B2-22 Ion Orchard

**CLUB 21B** [www.club21global.com](http://www.club21global.com)  
6304 1459, 583 Orchard Road, 01-07/08/09  
Forum The Shopping Mall

**CLUB 21MEN** [www.club21global.com](http://www.club21global.com)  
6304 1386, 190 Orchard Boulevard, 01-09/10/11  
Four Seasons Hotel Singapore

**COACH** [www.coach.com](http://www.coach.com)  
6733 7533, 435 Orchard Road, 02-19/27 Wisma Atria

**COLONY CLOTHING** [www.colonyclothing.net](http://www.colonyclothing.net)  
6733 1173, 83 Clemenceau Avenue, 01-37  
UE Square Shopping Centre

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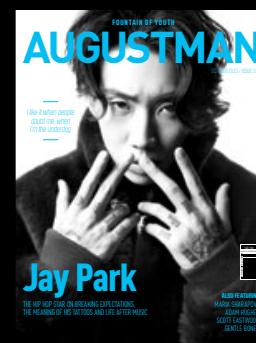
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# The Folly of Youth

Beware. Whenever you start talking about the good ol' days, memories of cringe-worthy deeds are wont to creep in. Seriously, what were you thinking?

WORDS **TERENCE RUIS** PHOTO **GETTY IMAGES**

### **VODKA EYEBALLING**

This is exactly what you think – pouring vodka into the sockets of one's eyes. Popular among college students a few years ago, the act was claimed to provide "instant highs". Naturally, health officials have cautioned against this because of the potential damage the 40 per cent alcohol could do to an eye. The American Academy of Ophthalmology has warned that this act can lead to permanent vision damage if cells in the deeper layer of the cornea are killed. It's all fun and games until someone becomes blind.

### **THE CINNAMON CHALLENGE**

Cinnamon is the spice taken from the bark of trees from the genus *Cinnamomum*. In small amounts, the powdered spice has been a welcome addition to cakes and coffees. On its own, the spice can be extremely hot and pungent. The Cinnamon Challenge calls for the ingestion of a spoonful of powdered cinnamon without the aid of water. You can imagine what happens when it goes down the wrong tract. This little stunt is dangerous because inhalation of the spice can cause serious damage to the lungs. At the peak of the trend, American poison centres received over a hundred calls within three months.

### **SNORTING LOLLIES**

This takes the cake. Some time last year, youths were crushing Smarties (the American sugary wafer candies, not the colourful sugar-coated chocolate pebbles) and snorting the powder. The act, which mimics the snorting of cocaine, may seem harmless but can be deadly. Chronic coughing, lung infection, choking, bleeding and even death make up the list of possible outcomes from this ridiculous stunt. The manufacturers of the candy has since put up warnings against improper use of its product. Talk about bad press.